DECEMBER 14, 1953 TECHNOLOGY DEPT. 35c PER COPY

BROADCASTING TELECASTING

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23RD year

KOTV • Channel 6 Tulsa, Oklahoma • Wrather-Alvarez, Inc.
KFMB-TV • Channel 8 San Diego, California • Wrather-Alvarez Broadcasting, Inc.
Exclusive National Representatives — EDWARD PETRY & CO.
NETWORK AFFILIATIONS — **CBS** • NBC • ABC

XUM

ERIE, PA.

WHERE PUBLIC SERVICE REALLY MEANS SOMETHING

SERVED AND SOLD

by **WICU TV**
CHANNEL 12
REPRESENTATIVE
Edward Petry & Co., Inc.

The Parochial Schools of the Erie Catholic Diocese completed a very successful series of schoolroom programs on WICU. Plans are already completed for the entire 1953-1954 school season.

WICU serves the people of Pennsylvania's Third City with the finest entertainment from all four networks, great local shows, plus religious, educational and other Public Service programs. Erie, therefore, has the highest per capita set circulation of any city in the United States!

WICU TV CHANNEL 12
. . . under common ownership with radio station WIKK *(H-R Co.)* and THE ERIE DISPATCH *(Reynolds-Fitzgerald)*.

WICU TV . . CHANNEL 12
. . . programs for all members of the family . . it is constantly winning awards for outstanding services to the community . . .

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB *Enterprises* INC.

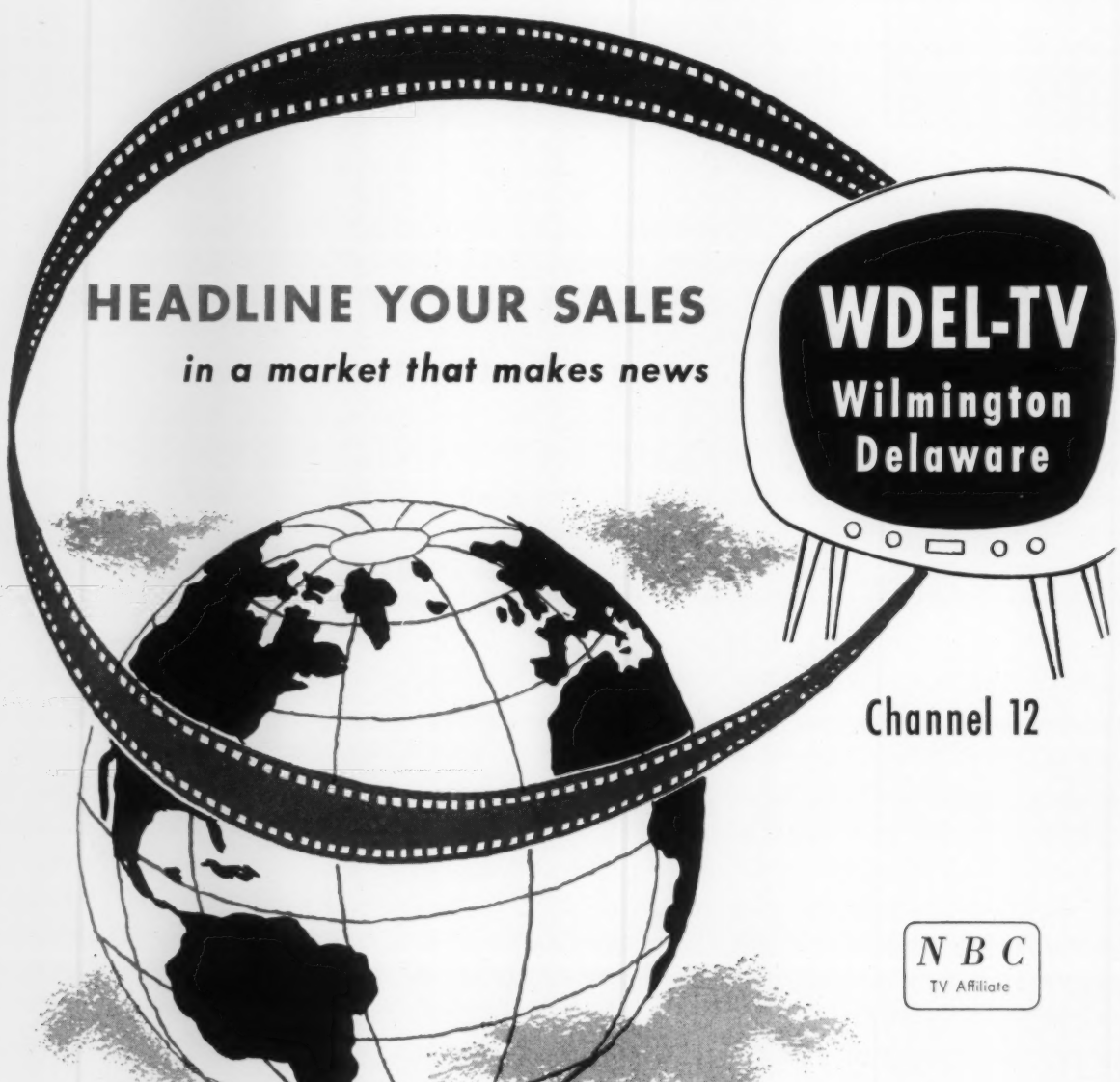
HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

XUM

Season's Greetings

WFAA-TV
Channel 8 · Dallas

XUM



Viewers throughout the large, rich WDEL-TV market—Delaware, parts of Pennsylvania, New Jersey and Maryland—look to CHANNEL 12 for up-to-the-minute local, regional and national news. In addition to NBC network news, this loyal, growing, buying audience sees local on-the-spot news stories filmed by WDEL-TV's camera crews and processed in the station's modern laboratories. Because they look, they buy. Every year this audience spends:

$1,054,410,000	on retail items
263,997,000	on food
54,272,000	on general merchandise
29,268,000	on drug items

Reach them, sell them—profitably, economically—on WDEL-TV, CHANNEL 12.

Represented by MEEKER
New York Chicago Los Angeles San Francisco

WDEL
AM TV FM
Steinman
Station

closed circuit®

PROGRESS made in cooperative effort by NARTB to meet violent criticism by American Medical Assn. of alleged abuse of simulated doctors in commercials has drawn attention of dental profession. Organized dentists now asking similar steps to prevent purported abuse of "white coat" advertising messages extolling merits of dentifrices.

★ ★ ★

DESPITE persistent speculative stories that Robert E. Lee, FCC's newest Commissioner, is disciple of Sen. Joe McCarthy, it's ascertained that Mr. Lee's main senatorial support came from Sen. Styles Bridges (R-N. H.), Senate president pro tem. It's expected Mr. Bridges will spearhead confirmation drive for Mr. Lee at next session. Mr. Lee's colleagues, incidentally, obviously are impressed with new Commissioner's willingness to dig for facts and speak his mind.

★ ★ ★

WHOLE STORY hasn't been told, but it's learned that William B. Ryan decided to resign as BAB president effective Jan. 1 rather than originally planned Feb. 1 because of reaction to his confidential letter to board members Dec. 3. Mr. Ryan will continue to draw his $50,000 annual stipend through February 1955 when his five-year contract expires (story page 38).

★ ★ ★

UP POPS Robert J. Dean, KOTA Rapid City, S. D., as candidate for secretaryship of FCC, left vacant with resignation of T. J. Slowie, who served for nearly 20 years under Democratic control. Mr. Dean, who was leading aspirant for vacancy filled by Robert E. Lee but was finessed out of post, is being supported by Sen. Francis D. Case, who led his campaign for commissionership. He reportedly still has his 55.5% interest in KOTA on block.

★ ★ ★

FCC ITSELF, it's believed, would be satisfied to have William P. Massing, veteran staffer, continue as acting secretary because he knows job and has performed it for years. But there are other candidates, including Lt. Col. William B. Campbell, Signal Corps and an experienced communicator, and Francis J. Murphy, prominent in Illinois Republican circles, aside from Mr. Dean.

★ ★ ★

WHEN NARTB Tv Board meets in Phoenix next month, its major business will be consideration of format for proposed all-inclusive tv circulation project. One thing is certain: Recommendation will be that study, if undertaken, be placed in hands of outside organization, totally divorced from trade association.

★ ★ ★

EYEBROWS LIFTED on withdrawal of Crosley from vhf ch. 8 proceeding in Indianapolis and its switch to vhf ch. 13, taking on three other applicants. By withdrawing from ch. 8 Crosley left way open for uncontested grant to WISH, already recommended by examiner (story page 44). One of principals in WISH is former Democratic National Chairman Frank E. McKinney, while one of ch. 13 applicants is Republican National Committeeman Eugene Pulliam's WIRE. Some FCC members are curious as to why Crosley would drop out against one contestant and take on three others.

★ ★ ★

LIGGETT & MYERS, always heavy purchaser of baseball radio coverage, retrenched on at least one major league club front for two reasons—(1) low popularity of team itself, (2) growing popularity of neighboring major league team. Stopper, however, was said to be originating station's request for same or perhaps higher rates from advertiser despite probable smaller regional network coverage.

★ ★ ★

ACTION taken by the Big Ten last week (story page 40), coupled with criticism by smaller college members, public resentment and threat of anti-trust action, point to bitter battle at NCAA's convention in Cincinnati in January. Western Conference (Big Ten) is withholding details of its proposals for regional football tv control until convention time for "political and strategic" reasons, it was said.

★ ★ ★

NEWLY-ORGANIZED Ultra High Frequency Television Assn. will launch membership drive next month. Melvin A. Goldberg, acting executive secretary, will cover series of regional meetings arranged by founder-members in New England, Midwest and South, in fast three-week tour. Scope of organization presumably will be defined after that tour. UHFTA now has some 15 charter members, with Lou Poller, WCAN-TV Milwaukee, as president, and William B. Roberts, Washington tv attorney, as general counsel.

★ ★ ★

IT'LL SURELY be denied, but word seeping out of NARTB Television Code Board meeting is that enforcers are becoming restive over lack of final authority to slap down violators of program and commercial tenets. Important code board actions are subject to final decision of full Television Board, with possibility of outside pressures in case enforcers some day decide to make example of one or more subscribers.

★ ★ ★

EDWARD RYERSON, retired industrialist and president of Chicago Educational Television Assn., was in New York last week, screening applicants for general managership of educational tv outlet on vhf ch. 11 in Chicago. Upwards of 30 individuals—some from educational broadcaster ranks, others from educational institutions—have been interviewed thus far. Station has received FCC approval, is due to start operation next October.

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Late tv applications filed after merger of earlier contestants come under special FCC scrutiny. *Page 31.*

ADVERTISERS & AGENCIES

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PROGRAM SERVICES

Friendly atmosphere pervades ASCAP-industry tv license negotiations, but a solution still is elusive. *Page 35.*

FILM

Crosby executive says his company's tv tape recording system will accommodate color. *Page 36.*

Carl M. Stanton succeeds Robert Sarnoff as head of NBC Film Division. *Page 36.*

Ely Landau, Martin Ross partnership buys PSI-TV, film distributing firm. *Page 37.*

FACTS & FIGURES

Special survey shows four out of five people in New York thought radio-tv news coverage during newspaper strike was adequate. *Page 37.*

TRADE ASSOCIATIONS

Kevin Sweeney becomes BAB executive vice president. *Page 39.*

Football's Big Ten demands regional control of telecasts. *Page 40.*

Baseball coverage-rights issue looms again on all sides. *Page 41.*

GOVERNMENT

FCC says publication arrangement between two newspapers is relevant in considering tv application of one of the papers. *Page 44.*

WBTV (TV) Charlotte action in firing employes for disloyalty is upheld by Supreme Court. *Page 58.*

Thirty-one proposed trade practice rules for the radio-tv industry are examined by the Federal Trade Commission. *Page 54.*

STATIONS

Weekly summary of new tv stations beginning during last week and planning to start in next 30 days. *Page 65.*

NETWORKS

DTN names John Bachem to move into its general managership when Ted Bergmann succeeds Chris Witting Jan. 1. *Page 74.*

In B•T interview Sylvester Weaver promises new sales and program patterns as president of NBC. *Page 76.*

FEATURES

Tv film has joined the Hollywood elite: A report on movie makers who have entered television. *Page 84.*

Is diversification the key to keeping a successful tv film sales force? *Page 90.*

The Politz study of attitudes toward radio: A landmark in radio research. *Page 97.*

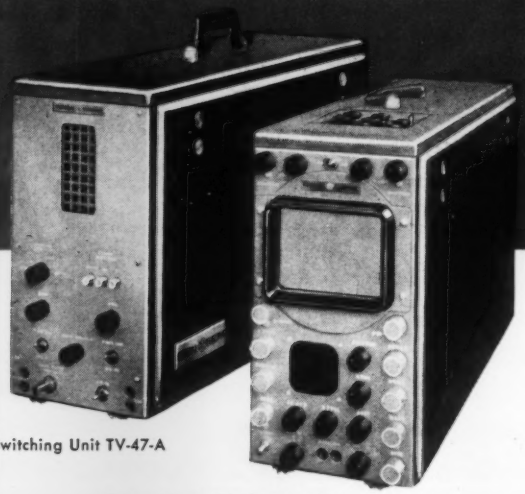
FOR THE RECORD

Weekly TELESTATUS summary of all operating tv stations and their estimates of tv sets. *Page 123.*

Commencement target dates of all tv grantees. *Page 126.*

Ready and right for remote telecasts

New! GE Portable Camera Chain



Switching Unit TV-47-A

Camera Control & Monitor TM-6-A

Portable Camera PC-4-A

Units provided:

Camera, PC-4-A
Viewfinder, TV-20-D
† Camera Control & Monitor, TM-6-A
† Switching Unit & Panel, TV-47-A
Sync Generator, PG-2-A
Camera Cable Assembly, PV-15-A, 50 ft.:
a. *Metal Tripod*
b. *Friction Head*
c. *Single and Double Phone Headsets*
† Power Supply, TP-10-A
Power Distribution Box, TC-19-A

Accessories:

TV Baltar Lenses (50, 100, 152 mm)
† Portable Master Monitor Group, TM-15-A
Wipe/Insertion Unit, TV-46-B
Desk, PR-22-A
Camera Dolly
Tripod Dolly—3 Wheel
Special Lenses and Cable
Single Chain Adaptor, TV-48-A
Camera Cover, Lens shades and neutral density filters

† *Includes vibration isolation mounting.*

Get this new booklet!

Contains full details and specifications on General Electric's new Portable Camera Chain. Includes systems diagrams, plus complete equipment features and photos. Write *General Electric Company, Section 2123-14, Electronics Park, Syracuse, N. Y.*

XUM

Improved performance and complete program flexibility!

HERE is the most advanced portable camera chain yet developed! Thirteen bonus features! Check them over ...compare them with any features of other equipment on the market today and you'll specify G-E for your station.

Designed primarily to improve picture quality, General Electric has also successfully attained the greatest possible portable equipment maneuverability. All units have been thoroughly field tested... their versatility clearly demonstrated in *actual station use.*

Call your nearest General Electric broadcast representative today! Be sure to get all the facts on this new development. Equip your station with a G-E portable camera chain—engineered to meet every studio and remote requirement!

13 Bonus Features

Minimum Weight • Low Power Consumption • Small Size • Interchangeable Sync Generator (station or remote use) • Binary Counters (provide extreme accuracy) • Built-In Wipe and Corner Insertion Control (for special effects*) • Locate Switching Control Panel up to 1000′ from Equipment • Electronic Switching (laps and fades both manually and automatically) • Simplified Cabling System • Handle Greater Range of Light Levels (Lenses stop up to *f* 64) • Intercom Amplifier • Audio Level Control and Preview Monitor Selector Switch on Switching Unit • Switching and Control Unit Handles 4 Cameras Plus 2 Remote Composite Signals.

**Plus* underlined in original

**Wipe/Insertion Amplifier...optional accessory unit.*

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

Things have changed in ARKANSAS, too!

Whether you sell shampoo or shoes, sportswear or spark plugs—there's a far bigger potential for you in Arkansas *today,* than you probably realize. *Retail Sales are running 251.7% ahead of ten years ago*!*

There's been a big change in Arkansas radio, too. It's 50,000-watt KTHS in Little Rock, CBS, and the State's only Class 1-B Clear Channel station. KTHS offers primary daytime coverage of 1,002,758 persons—*more than 100,000 of whom do not receive primary daytime service from any other station!* Interference-free daytime coverage adds another 2,369,675 people and includes practically all of Arkansas.

Let your Branham man give you the whole KTHS story, *soon*

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

NBC-TV Affiliates Study Sales Plan, Set Jan. Meet

NBC-TV's varied sales techniques—sale of participations, "divided segments," co-sponsorships, etc.—and some of its program plans were among highlight features explored in Friday conferences between committee of affiliates and NBC-TV executives, but no firm decisions were reached and another meeting was scheduled for Jan. 28-29, it was learned. January meeting, like Friday's all-day session, will be in New York.

Walter J. Damm of WTMJ-TV Milwaukee, chairman of NBC-TV Affiliates Committee and of executive committee to confer with network authorities, declined to comment on developments—other than scheduling of meeting in January—on grounds that matters involved are private between network and its affiliates.

It was understood, however, that affiliates hope to work out understanding with network on general pattern of sales techniques that will be acceptable to stations and at same time give NBC necessary latitude in serving more advertisers. One complaint has been that affiliates scarcely knew what to expect in way of new sales plan that might be devised and offered by network, but for some time now they have had assurance that no new plans will be launched without prior discussion with them.

Except for Clair R. McCullough of Steinman Stations, all members of affiliates' executive committee were on hand for Friday meeting: Mr. Damm; William Fay, WHAM-TV Rochester; Jack Harris, KPRC-TV Houston; E. R. Vadeboncoeur, WSYR-TV Syracuse; Harold P. See, KRON-TV San Francisco; Joseph Rohrer, KRDO-TV Colorado Springs; Fred Mueller, WEEK-TV Peoria; David Baltimore, WBRE-TV Wilkes-Barre.

Network group was headed by Sylvester L. (Pat) Weaver Jr., meeting with affiliates for first time in new role of NBC president, and included Robert W. Sarnoff, executive vice president; Joseph V. Heffernan, financial vice president; Sheldon B. Hickox Jr., station relations director, and Thomas E. Knode, station relations manager.

ARF Names Harper To Board Chairmanship

MARION HARPER JR., president, McCann-Erickson, elected board chairman of Advertising Research Foundation; Fred B. Manchee, executive vice president and treasurer, BBDO, elected vice chairman, and Edward P. Seymour, vice president, Crowell-Collier Publishing Co., elected treasurer, Friday, immediately after election of directors at third annual ARF subscriber meeting in New York.

Edgar Kobak, business consultant and broadcaster (WTWA Thomson, Ga.), continues as ARF president. Henry Schachte, vice president, Sherman & Marquette, retiring ARF chairman, automatically becomes member of new board.

Other directors, divided equally among advertisers, agencies and media, are—Advertisers: William A. Hart, E. I. du Pont de Nemours & Co.; J. Ward Maurer, Wildroot Co.; W. B. Potter, Eastman Kodak Co.; D. P. Smelser, Procter & Gamble Co.; William B. Smith, Thomas J. Lipton Inc.; H. M. Warren, National Carbon Co.; Paul B. West, ANA. Agencies: Messrs. Harper, Manchee and Schachte; Frederic R. Gamble, AAAA; B. B. Geyer, Geyer Adv.; Fergus Mead, Buchen Co.; Charles A. Pooler, Benton & Bowles; W. H. Wulfeck, William Esty Co. Media: R. E. Kintner, ABC (for tv); Walter C. Kurz, *Chicago Tribune*; Paul Montgomery, McGraw-Hill Publishing Co.; Adrian Murphy, CBS Radio; Vernon C. Myers, *Look* magazine; John C. Sterling, *This Week* magazine. Mr. Seymour, newly-elected treasurer, is also a board member. All officers and directors were elected for one year.

SALES STORY

WHAT happened to department store sales in New York while newspapers were closed down and stores were flocking to radio-tv to get their sales messages across? Figures released Friday by Federal Reserve Bank of New York showed that in comparison with corresponding periods last year, New York department store sales for week ended Dec. 5 were down five per cent while for week ended Nov. 28 they were down seven per cent. During week ended Dec. 5, stores advertised heavily on radio and television because of strike which closed major newspapers (story page 37). During week ended Nov. 28, New York daily newspapers were not on strike and published regular editions with usual heavy run of department store advertising.

NCAA Tv Plan 'Collapse' Predicted by Big Ten

"DISREGARD of the public interest can lead to disastrous consequences" and result in "entire collapse" of NCAA's controlled football tv program, Big Ten stated Friday (early story page 40). It foresaw possible violations of policy by member schools unless plan is revised.

In statement proposing regional-type controls over tv, Western Conference served notice it "intends to press for a program" that will "better serve" sectional interests of football televiewers. NCAA's 1953 plan was described as containing this "major deficiency" and not providing public with "a satisfactory representation" on football telecasts.

Big Ten's tv committee, whose recommendations were unanimously approved by its athletic directors and faculty committee, will meet at NCAA convention in Cincinnati Jan. 5. Objective will be to incorporate Western Conference regional plan into overall NCAA program.

MBS Plans to Outline Program Ideas at Biloxi

MUTUAL's program plans for 1954 will be outlined by network officials at MBS affiliates' convention Jan. 18-19 at Biloxi, Miss. [B•T, Nov. 30], Victor C. Diehm of WAZL Hazleton, Pa., chairman of Mutual Affiliates Advisory Committee, told affiliates Friday in closed circuit talk urging attendance at sessions.

Tentative agenda, he said, calls for MBS officials to present plans at Jan. 18 morning meeting, with affiliates discussing these and perhaps preparing own recommendations at closed session after luncheon. In final session, starting morning of Jan. 19, MBS authorities will be on hand to answer questions developed in preceding day's closed meeting of affiliates.

MBS delegation, he said, is expected to include President Thomas F. O'Neil; Robert A. Schmid, administrative vice president in charge of sales and advertising; Herbert C. Rice, programs vice president, and Bert J. Hauser, co-op programs vice president.

• BUSINESS BRIEFLY

DOUBLE PALL MALL • American Cigar & Cigarette Co. (Pall Mall cigarettes), New York, will double its radio spot announcement schedule in 1954 under new advertising budget. This is addition to radio and television network shows. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

CHEVROLET DRIVE • Campbell-Ewald, Detroit, has launched substantial two-pronged radio-tv spot saturation campaign in number of cities to introduce new Chevrolet passenger cars—at factory level and for metropolitan dealer groups. Drive runs Dec. 7 through Dec. 18, covering stations in Detroit, New York, Cleveland, San Francisco, Los Angeles, Miami, Baton Rouge and other cities.

CONOCO BUDGET • Continental Oil Co. (Conoco), through Benton & Bowles, N. Y., considering its 1954 advertising budget, which reportedly includes television spot campaign to start sometime in January and radio spot schedule to start in spring.

BUICK ADDS • Buick cars, through Kudner Agency, N. Y., adding southern radio markets for new car campaign, Jan. 5-9.

Radio-Tv Set Production Reaches New 10-Month High

PRODUCTION of radio sets at highest level since 1950, with tv receivers setting new record in 10-month period of 1953, reported by Radio-Electronics-Tv Mfrs. Assn. Average weekly output of both radios and tv sets increased in October. Radio output for four-week month was 1,052,493 sets compared to 1,216,525 in September, five-week month. Tv total was 680,433 in October and 770,085 in September.

Total radio production in first 10 months of year was 11,201,656 sets compared to 8,398,750 in same 1952 period. Ten-month tv total was 6,204,803 sets compared to 3,394,707 in 1952.

Of tv sets made in 10-month period, 202,605 had uhf tuning facilities. In October 19,797 radios had fm tuners plus 5,002 fm-equipped tv sets.

Following is monthly radio and tv set production for first 10 months of 1953:

	Television	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 wks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 wks)	524,479	287,724	239,189
July	316,289	172,197	78,434
August	603,760	299,939	145,460
September (5 wks)	770,085	529,427	147,355
October	680,433	370,178	135,009
TOTAL	6,204,803	3,431,359	1,510,317

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 wks)	654,367	275,079	1,549,203
April	483,092	198,394	1,158,936
May	497,379	129,391	1,108,991
June (5 wks)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
August	376,937	169,301	991,637
September (5 wks)	357,326	182,417	1,216,525
October	358,076	189,230	1,052,493
TOTAL	4,507,888	1,752,092	11,201,656

XUM

How Are You Fixed For Sales?

Ginny Wood

Ginny Wood, gracious hostess of WSPD-TV's "Woman's Window", has the sparkling enthusiasm and experience it takes to increase your sales in the WSPD-TV billion dollar market.

"Woman's Window" is directed to WSPD-TV's women viewers, featuring interviews with interesting women who make Toledo tick. Toledo women know Ginny, and her fan mail proves they are enthusiastic about her.

Sales Increase With Proper Planning

Ginny carefully works out nuworld cheese presentation with Marion Mills of Arthur Towle Agency.

Using props, Ginny actively demonstrates sponsors' products—everything from food to house paint.

Get your share of sales in WSPD-TV's billion dollar market.
Contact your nearest Katz agency or call ADams 3175 in Toledo.

WSPD-TV AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

Two Final Decisions; Other Actions by FCC

FINAL decisions to grant vhf ch. 7 to KLYN Amarillo, Tex., and vhf ch. 3 to KDAL Duluth, Minn., reported by FCC Friday as two permittees, uhf ch. 62 WFMD-TV Frederick, Md., and vhf ch. 7 WJON-TV St. Cloud, Minn., surrendered their permits to Commission.

KLYN ch. 7 grant was made possible by dropout of Texas Telecasting Co. and Panhandle Television Co. from comparative hearing. KDAL won ch. 3 after competitor WEBC withdrew to seek allocation change for additional vhf channel [B•T, Dec. 7].

WFMD-TV Frederick cited inability to get network service as reason for giving up ch. 62 grant. WJON-TV St. Cloud returned ch. 7 grant after airspace subcommittee limited height of tower. Station felt higher building costs elsewhere unsound.

Two Initial Decisions Reported

TWO INITIAL decisions reported by FCC Friday, one recommending grant of uhf ch. 22 at Corpus Christi, Tex., to Coastal Bend Television Co., other proposing grant of uhf ch. 66 at Erie, Pa., to WLEU there. Coastal Bend ruling made possible by amendment to H. L. Hunt's application to specify ch. 43, granted earlier in week (story page 31). WLEU ruling made possible by withdrawal of Erie Television Corp.

Murphy Requests Milwaukee Ch. 31

MILWAUKEE uhf ch. 31 requested in petition filed by Harold R. Murphy d/b as North Shore Broadcasting Co. for reinstatement of application for channel at Shorewood, Wis. Publisher and part owner WIGM Medford, Wis., Mr. Murphy dismissed his bid in mid-1952, enabling ch. 31 grant to be made to WMIL-TV Milwaukee, which surrendered permit fortnight ago in order to file for vhf ch. 6 newly allocated to Whitefish Bay, Wis. [B•T, Dec. 7]. Hearst's WISN Milwaukee, which has given up fight for vhf ch. 10 there, now reserved for education, also seeks ch. 6 in new bid filed earlier this week (story page 60).

Following television bids were dismissed: TulsaVision Inc., for vhf ch. 2 Tulsa, because of illness of Board Chairman John E. Mabee; Charles Thieriot for uhf ch. 14 Modesto, Calif.; Belle Co. (identified in ownership with WMIL-TV Milwaukee) for uhf ch. 38 LaCrosse, Wis., freeing LaCrosse Television Corp.; Polan Industries for uhf ch. 63 Terre Haute, Ind., leaving channel open; Dan Nicholas for vhf ch. 9 Charlotte, N. C. Tulsa, Modesto and Charlotte channels cited continue in contest among other applicants.

KCHY Cheyenne Deleted

KCHY Cheyenne, Wyo., deleted by FCC Friday because construction permit expired and owner Philip D. Jackson did not file extension request. KCHY was assigned 250 w fulltime on 1240 kc. Concurrently, Commission also declared forfeited permit of KFBC there to switch from 250 w on 1240 kc to 10 kw day, 1 kw night on 710 kc directional. KFBC licensee is Frontier Broadcasting Co.

WABC Praises Stores For Radio Use During Strike

IN UNUSUAL half-page advertisement in *New York Times* Friday, WABC New York praised New York department stores for their use of radio during 11-day newspaper strike in that city (see page 37). Ad expressed hope that radio was able to help solve "some of the pressing merchandising problems" facing stores, and acknowledged that WABC had "learned a lot about the retail business" and "made a lot of new and valued friends among New York's shop owners and merchandise managers." It also expressed hope that retailers "gained something too, specifically the knowledge that radio, used properly and at the right time, can sell a lot of goods to a lot of people. . . We look forward to keeping many of the pleasant friendships started this way."

NOBLE FOUNDATION

GIFT of $2 million by Edward J. Noble, chairman of finance committee of American Broadcasting-Paramount Theatres Inc. and board chairman of Life Savers Corp., to Edward John Noble Foundation, philanthropic agency, is being announced today (Mon.). Organized in 1940, foundation supports education, charities, hospitals and the needy in broad field.

Daytime Station Group Plans St. Louis Convention

DAYTIME Broadcasters Assn., formed recently to protect interests of daytime stations, will hold convention Jan. 8 at Lennox Hotel, St. Louis. Meeting is open to all daytime broadcasters and there will be no registration fee, according to Kenneth Patterson, WSIV Pekin, Ill., president. Attendance of at least 200 expected.

DBA's board will meet fortnight in advance of session to plan agenda. Main problem is described as centering around proposals to restrict hours available to daytimers, particularly on clear channels. Daytimers believed willing to settle on standard signoff times.

WFAI, WAIR Sales Lead Four Station Transfers

WFAI Fayetteville, N. C., was sold for $125,000 from John W. Rollins ownership to Philadelphia advertising man Ralph E. Hess. Application filed last week for FCC approval. CBS-affiliated station began in 1948, operates with 250 w on 1230 kc.

Also sold last week, pending FCC approval, was ABC-affiliated WAIR Winston-Salem, N. C., from George Walker interests to John Riggs and F. Robert Green for $80,000. Messrs. Riggs and Green are associated in ownership of WELM Elmira, N. Y. Station operates on 1340 kc with 250 w, began operating in 1937.

Both negotiations were handled by Blackburn-Hamilton.

Two daytime-only stations changing ownership last week were WCRL Oneonta, Ala., and KFYN Bonham, Tex. WCRL (on 1570 kc) was sold for $12,000 to Glenn Abercrombie, general manager of station, and other employes, plus 50% to WAVU Albertville, Ala. WAVU is owned by Pat M. Courington. KFYN (on 1420 kc) was sold for $14,000 from *Bonham Favorite* to Charles L. Cain, 75% owner of KCNY San Marcos, Tex., and 10% owner of KFTV Paris, Tex. Both are subject to FCC approval.

UPCOMING

Dec. 14: ASCAP, Industry representatives continue tv license negotiations, New York.

Dec. 16: Radio & Television Executives Society, Hotel Roosevelt, New York.

For other Upcomings see page 127.

PEOPLE

ROBERT E. HEALY, vice president of McCann-Erickson, N. Y., named general manager of New York office. He previously was treasurer of agency and before that was vice president in charge of advertising, Colgate-Palmolive Co. **WILLIAM E. BERCHTOLD,** M-E vice president, appointed general manager of midwestern region, and **WILBERT G. STILSON,** vice president, named treasurer and elected to board of directors. Mr. Stilson formerly was in charge of administrative services for agency.

MAURICE L. LEVY, NBC staff cameraman in charge of Dallas office of NBC-TV News, named winner of Dallas Press Club's award for speed in handling of film for NBC-TV's coverage of dedication of Falcon Dam.

FRANK AMY, sales service assistant at WPIX (TV) New York, promoted to sales service manager.

Uhf Study Completed by FCC, Doerfer Tells Md.-D.C. Group

UHF television stations are getting along "pretty good" but future of ultra-high operations will depend on program service and intelligent management, FCC Comr. John C. Doerfer said Friday in addressing Maryland-D. C. Radio & Television Broadcasters Assn., meeting in Washington. He said FCC has completed and soon will publish study showing economic status of stations [B•T, Sept. 28].

Comr. Doerfer sketched economic findings which show uhf in many areas competing favorably with vhf and showing rapidly increasing share of sets having uhf tuners. He would not make categorical predictions on uhf future, adding FCC has issued 261 uhf permits of which 70, or 27%, are in pre-freeze markets. He recalled that 14 of 108 pre-freeze vhfs had lost money in 1952.

Commenting on healthy economic status of am radio, he recalled "everybody was ready to bury radio in April when I joined the Commission." Before the war, he said, 20% to 25% of am stations were losing money but last year only 16% lost money. He cited RETMA set output figures showing increasing set output (see story page 9). He repeated his November warning that broadcasters who ask FCC for individual relief from competitive hardships are actually inviting increased and paternalistic regulation [B•T, Nov. 23].

Charles E. Smith, WTBO Cumberland, elected president of association. Other new officers: Joseph L. Brechner, WGAY Silver Spring, vice president; Les Peard, WBAL Baltimore, secretary-treasurer. Directors: Allen W. Long, WFMD Frederick; Robert C. Embry, WITH Baltimore; Ewell K. Jett, WMAR-TV Baltimore; Norman Bergholm, WNAV Annapolis; Carleton Smith, WRC Washington; Mr. Strouse, and Charles J. Truitt, WBOC Salisbury, retiring president.

CBS-TV Buys DuMont Scanner

FLYING SPOT scanner for use in telecasting color slides was slated for delivery to CBS-TV over weekend by Allen B. DuMont Labs. Dubbed "Colorvision Scanner" by DuMont, new device will be used for colorcasting titles, captions, credits, and photographic stills in color as part of CBS-TV's current experimental work on programming under NTSC-approved color standards, according to William B. Lodge, CBS vice president in charge of engineering. Mr. Lodge described it as performing same functions in color as black-and-white iconoscope chain when latter is used with stills.

checklist for a busy film-buyer

Seven keys to bigger TV audiences with such sales-making favorites as...

☐ **ABBOTT & COSTELLO SHOW**

52 sure-fire comedies that click with kids and grownups alike in millions of homes, made especially for TV.

☐ **BIFF BAKER, U. S. A.**

Overseas intrigue in a fast-moving **family** adventure series of highest network quality.

☐ **ROD CAMERON in CITY DETECTIVE**

Recently rated as the country's #1 local film for television—and sold to Falstaff Beer in 118 markets for the largest regional sale in TV film history.

☐ **FAMOUS PLAYHOUSE**

A super-assortment of over 175 original half-hour dramas with Hollywood names and sure sales appeal.

☐ **FOLLOW THAT MAN**

The exciting "Man Against Crime" films (34.6 network Nielsen average) starring Ralph Bellamy, retitled for **first-run** in many TV cities.

☐ **I'M THE LAW**

Starring George Raft in the unique adventures of a metropolitan police inspector, packed with sales punch.

☐ **PLAYHOUSE 15**

78 fifteen-minute dramas of highest quality made for TV by the producer of BIG STORY and T-MEN IN ACTION.

They ALL bear the same MCA-TV stamp of quality! For information, on these or other MCA-TV Advertising Showcases on Film, just clip this advertisement to your letterhead.

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NEW YORK: 598 Madison Ave., PL 9-7500

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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Q. When is a half-dozen seven?
A. When it's a half-dozen . . . plus LAGNIAPPE.

But what's lagniappe? Well, lagniappe (pronounced lan-yap) is the seventh oyster when you've ordered six on the half shell. It's the extra pastry in a baker's dozen, and it's the draper's thumbwidth that is added to every yard of cloth. Lagniappe is the something *plus* that you're given when you buy . . . and it's a cherished tradition in the Deep South.

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JACKSON, MISSISSIPPI

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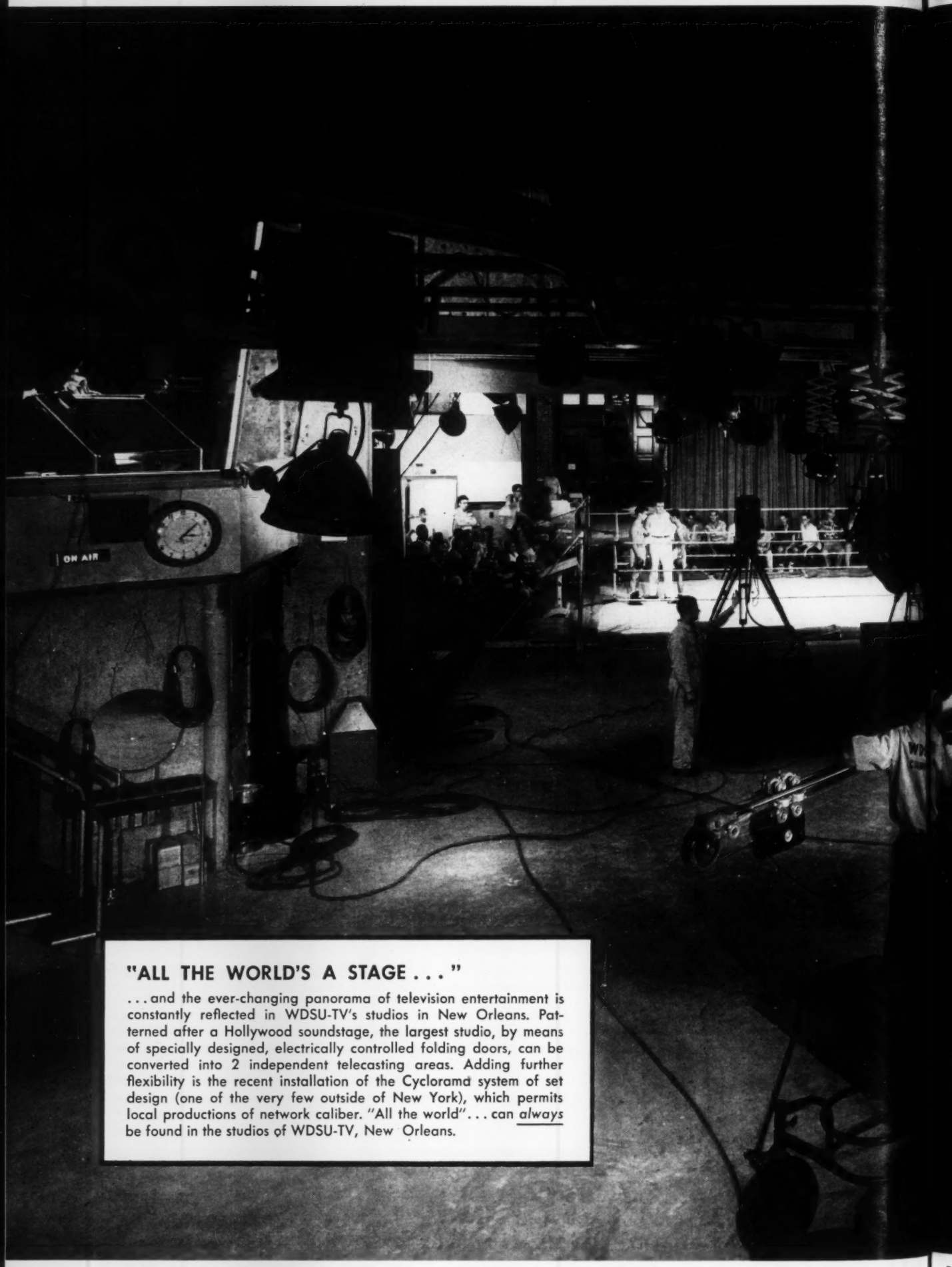

"ALL THE WORLD'S A STAGE . . . "

. . . and the ever-changing panorama of television entertainment is constantly reflected in WDSU-TV's studios in New Orleans. Patterned after a Hollywood soundstage, the largest studio, by means of specially designed, electrically controlled folding doors, can be converted into 2 independent telecasting areas. Adding further flexibility is the recent installation of the Cyclorama system of set design (one of the very few outside of New York), which permits local productions of network caliber. "All the world". . . can *always* be found in the studios of WDSU-TV, New Orleans.

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Yes, speaking of power, WERH has the most powerful signal in these parts. Folks are eager listeners to its entertainment loaded programs. So you'll capture all of Northwest Alabama and Northeast Mississippi with the most powerful station, WERH.

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IN REVIEW

NAME THAT TUNE

Network: NBC-TV
Time: Mon., 8:00-8:30 p.m. EST
Alternate Sponsors: Speidel Watch Bands and Block Drug
Musical Director and Producer: Harry Salter
Star: Red Benson
Vocal Artist: Vicki Mills

QUIZ shows might be better off if they would just content themselves with being quiz shows. Simplicity of the type found, for example, in *What's My Line* on CBS-TV, seems the key to success in this format. The hope of finding a new gimmick that will make one show entirely different from the others often leads up a blind alley.

The search for something new has been pursued to a particularly dead end by the masterminds of *Name That Tune* seen Monday nights on NBC-TV. Ultimately, the contestants are asked to identify melodies played by the orchestra. Each correct answer is worth a certain amount of cash. Participants who really shine get a crack at a sizable jackpot. But a foot race is preamble to all the standard quiz-show ritual.

The "new twist" in this case places each set of contestants several yards from the bell they must ring once they recognize the tune. There's a race to see which of the two contestants involved in each set can get to the bell first with the correct response. The dash is generally accompanied by great huffing and puffing on the part of the participants and cheers and good wishes from Red Benson, the show's quiz master, for the one who beats out his competitor.

It's all pretty pointless. The "twist" employed on *Name That Tune* is valueless since it has no bearing of the main point of the program, questionable as that point may be.

* * *

TAKE IT FROM ME

Network: ABC-TV
Time: Wed. 9:00-9:30 p.m. EST.
Director Dick Linkroum
Producer: Alan Dinehart
Associate Director: Bob Foster
Writers: Arnie Rosen and Coleman Jacoby
Stars: Jean Carroll with Alan Carney and Lynn Loring

THERE is nothing in the entertainment business quite as depressing as a bad comedy show. ABC-TV has made its contribution to programs which must be so categorized with *Take It From Me*, a half-hour Wednesday evening series starring Jean Carroll.

When the show got going last month, presumably it was intended to be another of the much-overworked domestic situation comedy types with Jean Carroll playing the scatterbrain mama, Alan Carney, the conservative husband and Lynn Loring, the precocious little daughter. There was only a trace of this format in the Dec. 9 telecast. Miss Carroll, Mr. Carney and Lynn Loring were on hand to portray their respective characters but their relationship to one another and to the situations in which their writers placed them was unreal.

The show was thrown together. It lacked continuity; showmanship and the polish an audience justly expects of network productions.

Thorough exploration of one main theme in a half-hour show is a sizable assignment for the most competent writer. Three separate situations were written into last week's show: Miss Carroll, and a group of doting mothers attend a recital to see their children perform; Miss Carroll and daughter meet Mr. Carney for lunch and run through the patterned bout with the waiter; Miss Carroll goes off to an afternoon lecture, is quite taken with the man on the rostrum and a dream sequence enlightens the audience as to what she thinks it would be like to be married to him.

Any of these three notions could have been developed into a half-hour script. Jointly they got nowhere. There was no connection between story lines. The effort to piece them together was totally unsatisfactory.

A sloppy script was not helped in the slightest by the performers. Miss Carroll is hopelessly miscast. As her supporting players appear on this series the same might be said of all of them.

* * *

BOOKS

SENATOR McCARTHY AND THE LAW OF LIBEL: A study of Two Campaign Speeches, by Willard H. Pedrick, professor of law, Northwestern U. School of Law. *Northwestern U. Law School* (reprinted from Volume 48, No. 2 May-June 1953), Evanston, Ill. 49 pp.

IN LIGHT of current controversy over Sen. Joseph McCarthy's (R-Wis.) demand for equal time to answer President Truman on "McCarthyism"—and the networks' acquiescence to his wishes—Prof. Willard Pedrick's treatment of the law of libel as applied to radio and television seems particularly timely. Basis of his article lay in remarks made by the Senator on a telecast Oct. 27, 1952, and on a radio broadcast of Nov. 3, 1952.

Tracing the history of radio libel and the effects of Sec. 315 of the Communications Act as to broadcasters' liability (including lack of censorship over political talks), Prof. Pedrick concedes there are special problems in radio-tv. But he claims "they do not appear to be beyond solution" and suggests the FCC and broadcast industry "would do well to study the problems involved." He advances procedures for determining Right of Reply, explaining:

"We search for a system that will give a fair hearing to the man whose reputation has been attacked on the air, air licensed to a private industry and sold by it to the attacker. It would indeed be heartening if the broadcast industry itself would take the initiative in fashioning a system that will recognize for radio and television the right of self-defense." As one proposal, he suggests that broadcasters be permitted to demand financial responsibility from the attacker on his airlanes.

* * *

AM-FM SERVICING SHORT CUTS, by Milton S. Kiver. Distributed by Howard W. Sams & Co., 2201 E. 46th St., Indianapolis. 152 pp. $1.50.

ACTUAL case histories are given in this work as an approach to radio receiver servicing, with 10 illustrated separate sections dealing with specific problems. Among them: "intermittents," "hum," "spurious oscillations" and "noise." The technician can readily apply specific examples to almost any service problem.

* * *

A HYPERBOLIC PROTRACTOR FOR MICROWAVE IMPEDANCE MEASUREMENTS AND OTHER PURPOSES by G. A. Deschamps. Federal Telecommunication Labs., Nutley 10, N. J. 44 pp. $2.50.

THIS BOOKLET contains the hyperbolic protractor to be used in conjunction with the described projective chart to solve various problems on transmission lines, waveguide junctions and polarization. The protractor also can be used for the same purpose with the more familiar reflection charts or with the rectangular impedance plot.

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7. Directional Coupler and Housing
8. Filterplexer Gassing Equipment
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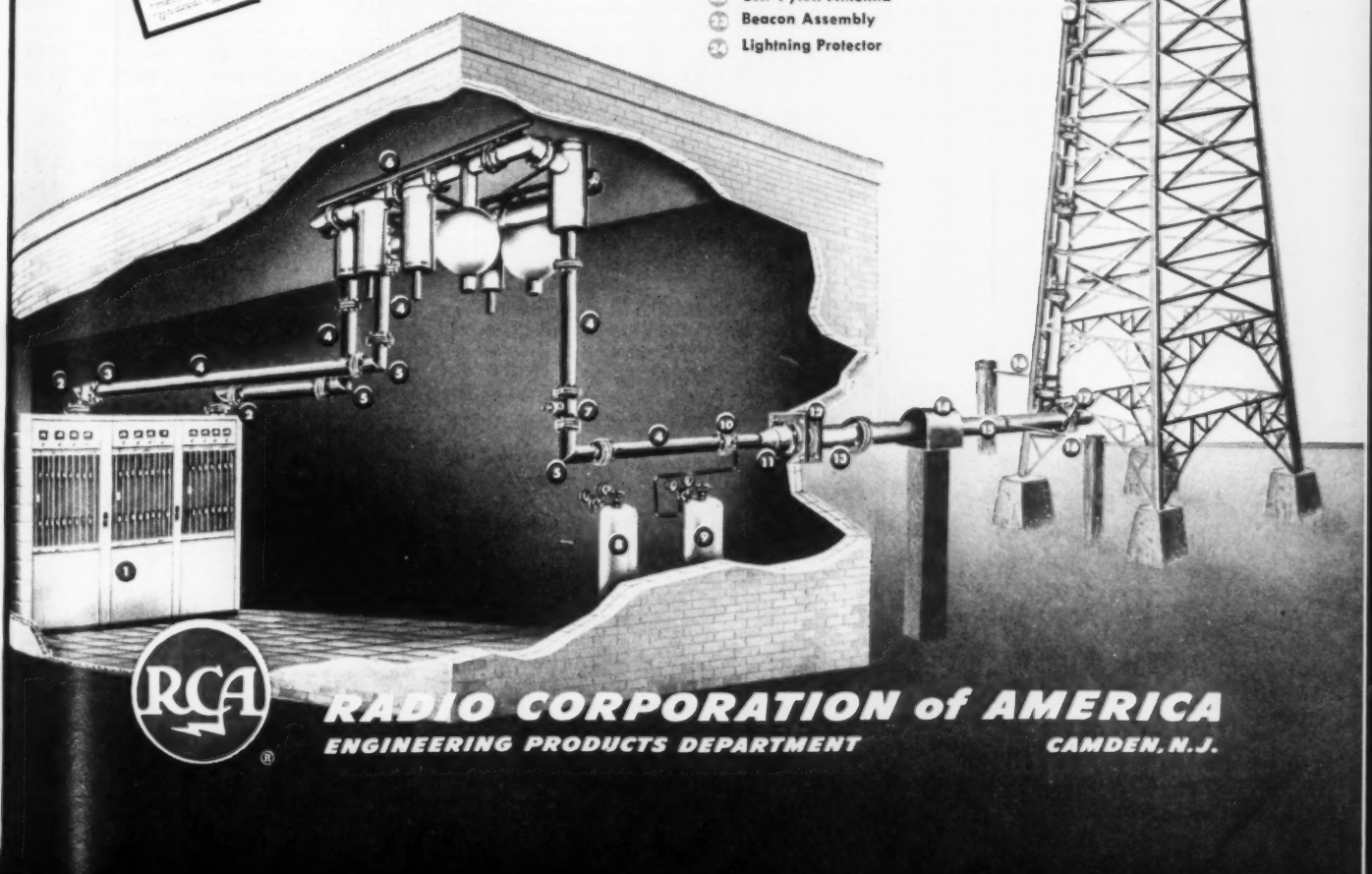
11. Reducer Transformer—6⅛" to 3⅛"
12. Horizontal Anchor Assembly
13. 6⅛" Transmission Line
14. Roller Assembly Support
15. 6⅛" Transmission Line (Special Section Less Anchor Insulator)
16. Lateral Braces
17. Two 6⅛" 90° Mitre Elbows in Series (Combined as One Unit)
18. Spring Expansion Hanger
19. Fixed Hanger—6⅛" Line
20. Two 3⅛" 90° Mitre Elbows in Series (Combined as One Unit)
21. Fixed Hanger—3⅛" Line
22. UHF Pylon Antenna
23. Beacon Assembly
24. Lightning Protector



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OPEN MIKE

Unsolicited Testimonial

EDITOR:

From time to time as I read through your very professional journal, I've wanted to write you and tell you what a very fine job I think you do.

I think my only excuse for not having done it yet is that we somehow take the good things for granted, and only sound off when we've got a gripe.

I like the reserved and dignified, yet wholly resourceful and complete coverage and presentation. Even your type face is dignified, yet wholly readable, and certainly in perfect harmony with your presentation of the facts.

Maybe it's because you have them so handily located, but I find myself reading your editorials before I read anything else in the book—something that is not true of any other publication I read. I rather think that the reason I read them first is that they are always stimulating and in good taste.

With renewed appreciation for your high standards of writing and reporting.

Dr. E. L. Deckinger
Vice President
The Biow Co., N. Y.

The Real Problem

EDITOR:

It was disappointing that your partisan editorial on "McCarthy's Commercial Sustainer" [B•T, Nov. 30] did not contain a more precise definition of "when is a political talk." Did you clasify H.S.T.'s radio address as pure "public interest"? . . .

Let's face the real non-partisan problem—"What is a political speech?" McCarthy set no precedent in demanding time; how *much* time, was the question. If, as you suggest, network fear measured McCarthy's time, it does them no credit. Perhaps, however, it was considered judgment. His demand merely points up a continuing problem. . . .

We can get along without your partisan opinions, but it would be difficult to get along without your magazine. Keep up your good work, "*sans* politics"!

Bob Thomas, Manager
WJAG Norfolk, Neb.

[EDITOR'S NOTE: B•T pleads not guilty to the charge of partisanship. The editorial would have taken the same attitude in the case of a politician of any persuasion, if circumstances had been the same.]

Views on News

EDITOR:

I have been following with considerable interest and satisfaction the series of internal operation specialty articles B•T has recently run. I was particularly impressed with "What's Right and Wrong with Radio News," beginning at page 94 of your Nov. 30 issue.

T. J. Allard
Executive Vice President
Canadian Assn. of Broadcasters, Ottawa

EDITOR:

I have just read with interest Mr. Reed's article on radio news. I found it highly interesting, most informative and a substantial presentation of the radio news industry. . . .

We of the fifth estate are often criticized by our newspaper friends for only presenting a portion of the story. (As a matter of fact, this often becomes a major selling issue for the newspapers.) I do not feel that this is the case. It is my opinion that a very small percentage of the potential newspaper readers and radio listeners are interested in the minute details behind every story. I feel that the average person wants his news, perhaps like medicine, in small doses. . . .

Dick Tobias
News Director
WCLI Corning, N. Y.

More on Merchandising

EDITOR:

PAGE 56 OF RADIO MERCHANDISING SUPPLEMENT [B•T, Nov. 30] WHICH LISTS OHIO STATIONS IN KENYON ECKHART SURVEY DOES NOT INCLUDE WKRC CINCINNATI. WOULD LIKE TO SEE THIS INFORMATION IN HANDS OF THOSE WHO RECEIVED THIS SUPPLEMENT. INFORMATION FOR WKRC SHOULD READ TRADE CALLS TO WHOLESALERS AND CHAIN STORE BUYERS, TRADE MAILINGS, LETTERS, JUMBO POSTCARDS FOR ADVERTISING SUPPORT, NEWSPAPER PROGRAM ADS, LOBBY WINDOWS, ON THE AIR SUPPORT, GIVEAWAY PRIZES, PRODUCT MENTIONS, COURTESY ANNOUNCEMENTS, CLIENT PARTICIPATIONS IN SPECIAL PROGRAM AND PROMOTION ACTIVITIES, OTHER SUPPORT WINDOW POSTERS FEATURING PROGRAMS WITH SPONSOR IDENTIFICATION 1000 ON DISPLAY TWO WEEKS, CROSS PLUGS MULTIPLE PROGRAMS, SPONSORSHIPS, PROGRAM ADS WITH SPONSOR IDENTIFICATION IN LOCAL TRADE MAGAZINES, PRODUCT MENTION IN GROCER RETAIL MAGAZINE ADS, NO MINIMUM OF AIR TIME REQUIRED, NO SERVICE CHARGE ON ANY MERCHANDISING ACTIVITY.

DAVID G. TAFT, MANAGER
WKRC CINCINNATI

[EDITOR'S NOTE: The merchandising survey was conducted and prepared for publication by Kenyon & Eckhardt.]

A Hand from a Handbook

EDITOR:

I like to thank you very much for your TELECASTING YEARBOOK-MARKETBOOK 1953-54 which gives us a first class impression and contains a big amount of items. It gives us a review of American television which we could not get in a better way.

B. H. Kettelhack
Rundfunk-Fernseh-Jahrbuch
World Radio Handbook for Listeners
Berlin

The Atlass Story

EDITOR:

In your issue of Nov. 30 on page 11, you have a story headed "Atlass, Family Exercise Options on WHO-TV."

The fact that there are so many Atlasses in the broadcasting business has often resulted in confusion as to which Atlass was interested in which project.

I am the only Atlass that has ever been a stockholder of Independent Broadcasting Co. There has never been any stock interest in this company by H. Leslie Atlass or his family. . . .

Ralph L. Atlass
General Manager
WIND Chicago

[EDITOR'S NOTE: To set the Atlass record straight: Ralph L. Atlass owns 66% of Independent Broadcasting Co., which is licensee of WLOL Minneapolis. Independent owns 40% of proposed licensee of WHO-TV Des Moines. He also is 11.1% owner and general manager of WIND, which has construction permit for tv station. H. Leslie Atlass is vice president, Central Div., of CBS and general manager of WBBM-AM-FM-TV Chicago. H. Leslie Atlass Jr. is program director of WIND Chicago and with a brother and sister owns 29.7% of WIND.]

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will extend its signal to cover a rich Midwestern market including

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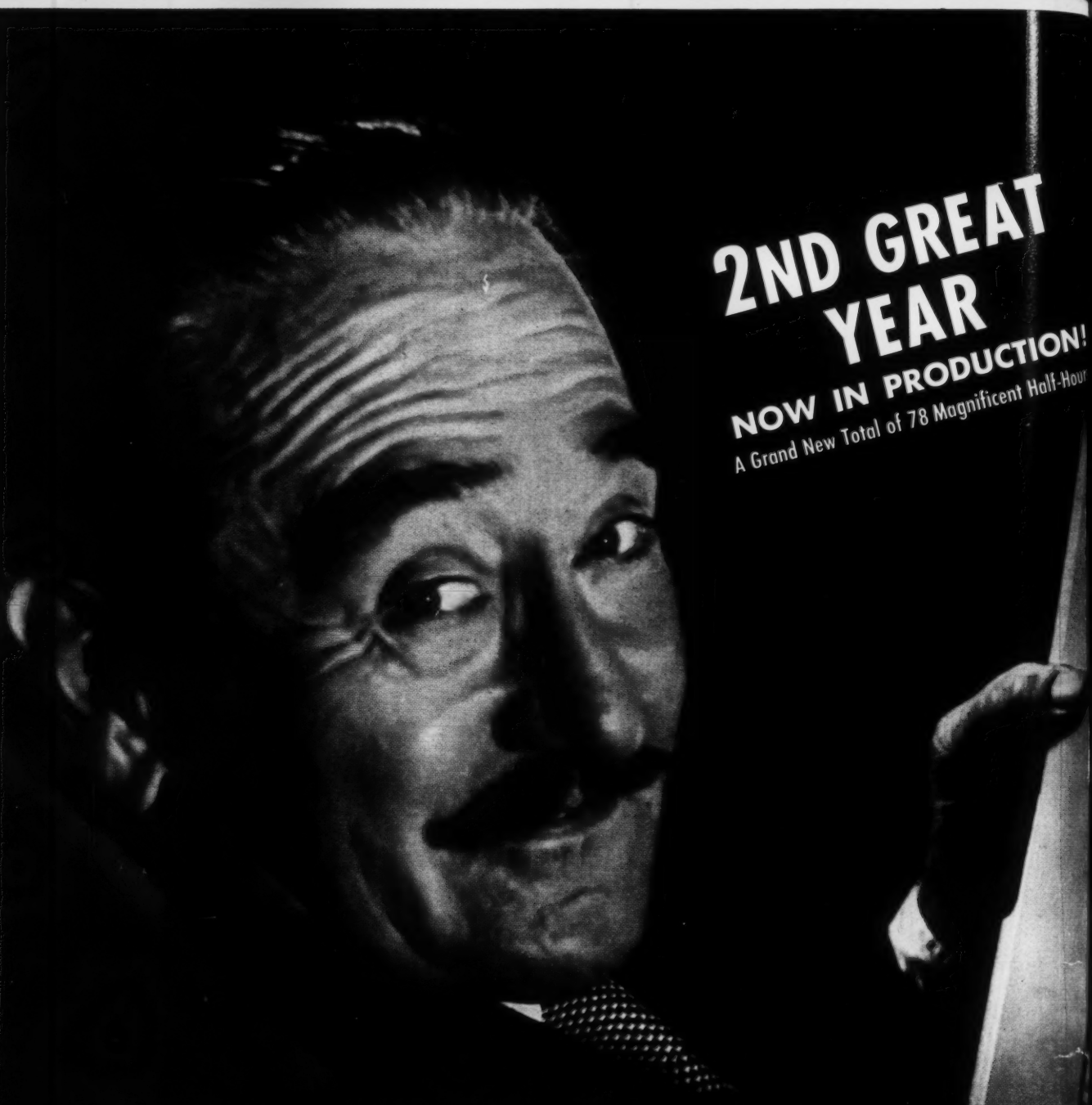

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TOP RATINGS IN MARKET AFTER MARKET!

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  Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars.

- **KANSAS CITY - 1st Place!**
  Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
  Beats Philco-Goodyear TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G.E. Theatre, What's My Line, Godfrey's Talent Scouts.

- **PITTSBURGH - 1st Place!**
  Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
  Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery

- **WASHINGTON, D. C. - 2nd Place!**
  Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
  Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre.

- **SAN ANTONIO - 2nd Place!**
  Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
  Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Beulah, G. E. Theatre, Robert Montgomery, Lux Video Theatre.

- **PORTLAND - 2nd Place!**
  Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
  Beats Break The Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story.

These leaders have
RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in **3** markets!
- **DREWRYS** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
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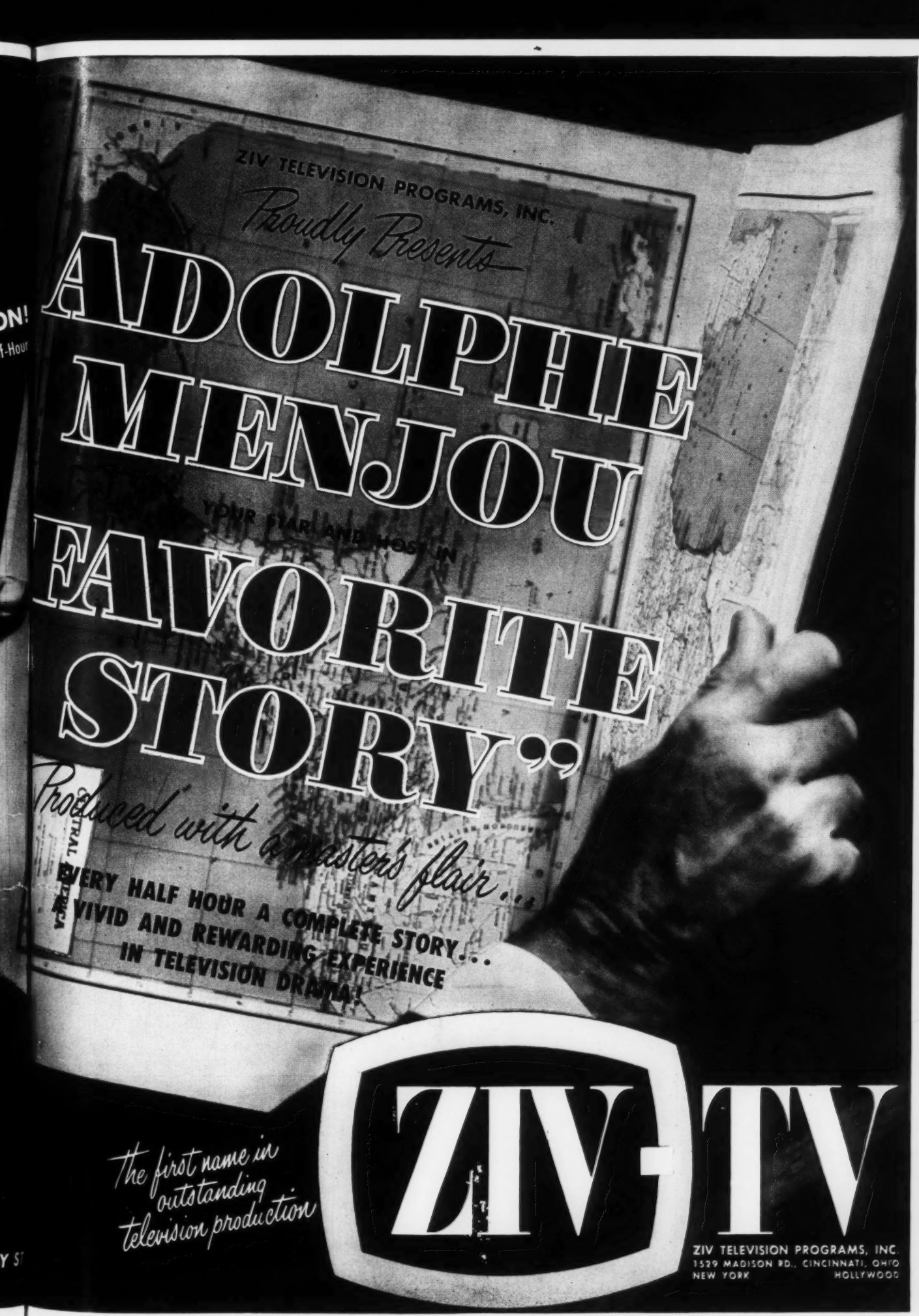
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IN TELEVISION DRAMA!
CENTRAL
the first name in outstanding television production
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ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5

REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

our respects

to FRED MITCHELL THROWER JR.

IN THE newspaper business there is something called a "nose for news" which is recognized as an excellent characteristic for editors and reporters.

"Sales aroma," the term used by Fred Mitchell Thrower Jr., vice president and general manager of WPIX (TV) New York, might well be the television derivative.

Mr. Thrower believes first in high program standards, second that a program is only as good as it is salable, and that the two should never be allowed to live apart. This "sales aroma" business is his way of evaluating programs for WPIX.

This undoubtedly is a throwback to his many years in sales at NBC and as vice president in charge of sales for both CBS and ABC, experience which gave him ample opportunity to acquire a fixation that both sales and program departments should have equal voice in program matters.

At any rate, the "sales aroma" yardstick is getting results at WPIX. The station is riding high on a 35% increase in business over a year ago, with the SRO sign out on some of the station's top entertainment programs, with 38 of its 43 weekly news shows sponsored and with revenue from sports shows up 120% and for film programs up 140% from a year ago.

Ability to achieve such results at an independent tv station in a city like New York, where WPIX is in hourly competition with four network key tv stations and two others operated without benefit of network, and in his relatively short time at the station, is probably directly attributable to the fact that Fred Thrower has spent all of his adult life in the world of broadcasting. In fact, it is more than that, for he got his first job in the business in NBC's program department two years before he was eligible to vote.

Born in Florida

Born July 15, 1910, in Tampa, Fla., to Betty and Fred M. Thrower Sr., young Fred received his early education at Millersburg Military Institute in Millersburg, Ky. Then, with no nonsense about spending more time with theoretical education, Mr. Thrower hightailed it for New York to acquire practical knowledge on the job, earning while he was learning.

At NBC, young Thrower learned fast and as he learned what made the network hum he transferred his activities from programming to sales development and from sales development to sales. As an NBC account executive, Fred Thrower was responsible for billings of between $5 million and $8 million a year.

When NBC's two networks were separated and the Blue Network set up as an independent network, Mr. Thrower was made general sales manager of the Blue Network and eight months later he was appointed vice president in charge of sales, becoming, at 33, the youngest major executive of a national network.

Mr. Thrower remained at the Blue Network and its successor, ABC, for nine years, with a hiatus during World War II, when he was a lieutenant USNR on special assignment to the Army. During this period he had 27 months of foreign duty in the European and Far Eastern theatres. Before the war, he had been for three years a member of the 101st cavalry, New York National Guard, Squadron "A".

Leaving ABC in 1951, Mr. Thrower moved to CBS as vice president in charge of television network sales. Last May 21, he became general manager of WPIX and, in September he was made vice president of the station as well.

Advertiser-Station Teamwork

Having grown up in the radio-television business, Mr. Thrower has had ample opportunity to gather some pet theories of his own about this business, one of which might be summed up in a strong appeal for a closer working relationship between advertiser and television station.

"There is too much opportunistic buying and too much opportunistic selling," he says, "without proper evaluation of advertisers' needs and stations' capabilities."

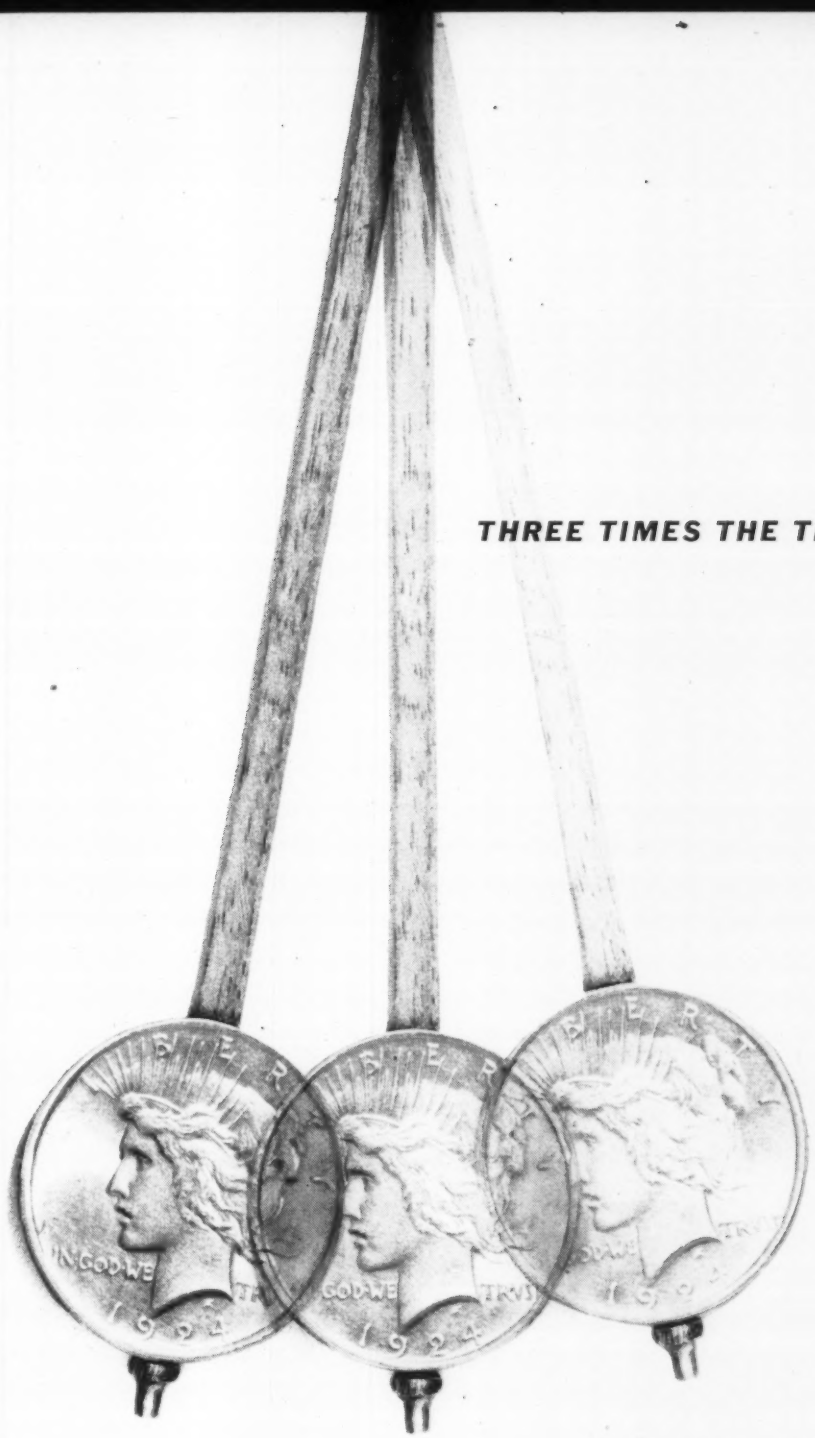
"We know our medium and our market, its potentialities and its shortcomings. The advertiser knows his product and selling problems. Close liaison between the two can assure the advertiser maximum results for his television dollars."

Fred Thrower and his wife, the former Marion Kendall of Montreal, live with their three-year-old daughter, Wendy, in Greenwich, Conn. His hobbies are horses, guns and the fishing rod "which I don't have time for except to read about in advertising agency reception rooms."

Out of his experience, Fred Thrower has gained a steadfast belief that the comparatively new medium of television has, in reality, only scratched the surface. At the same time he admits, however, that the quality of its programming will govern its future success.

"The independent station owes its reason for existence to its community," he observes, "and unless it tunes itself to community likes and dislikes, then its very existence will be in jeopardy."

XUM



THREE TIMES THE TIME IN DAYTIME

Put it this way: The average half-hour nighttime television show (all networks) costs $40,797 and gives you three minutes of commercial time. The same money put in NBC daytime TV will give you three quarter-hour shows on three different days totalling *nine minutes* of commercial time. In the clear light of day, it's obvious that Daytime Dollars Buy More when judiciously placed on NBC Television.

NBC TELEVISION ***WHERE DAYTIME DOLLARS BUY MORE***

a service of Radio Corporation of America

SOURCES: Gross time cost: PIB January-April, 1953. Talent cost: Variety estimates November, 1952.

FOR THE FOURTH STRAIGHT YEAR

BMI LICENSED SONGS

VOTED NO.1 IN *All* CATEGORIES

EARNING BMI ITS FOURTH CONSECUTIVE SPECIAL AWARD FROM CASH BOX FOR "OUTSTANDING PERFORMANCE AND ACHIEVEMENT"

1953 — (TIE) SONG FROM MOULIN ROUGE (BMI) . . . Percy Faith-Felicia Sanders (Col.)
TILL I WALTZ AGAIN WITH YOU (Village) . . . Teresa Brewer (Coral)

1952 — CRY (Mellow) . . . Johnny Ray (Col.)

1951 — TENNESSEE WALTZ (Acuff-Rose) . . . Patti Page (Mer.)

1950 — GOODNIGHT IRENE (Spencer) . . . The Weavers (Dec.)

1953 — MEXICAN JOE (American) . . . Jim Reeves (Abbott)

1952 — WILD SIDE OF LIFE (Commodore) . . . Hank Thompson (Cap.)

1951 — ON TOP OF OLD SMOKEY (Folkways) . . . The Weavers (Dec.)

1950 — BONAPARTE'S RETREAT (Acuff-Rose) . . . PeeWee King (Vic.)

1953 — NO HELP WANTED (Acuff-Rose) . . . The Carlisles (Mer.)

1952 — HALF AS MUCH (Acuff-Rose) . . . Hank Williams (MGM)

1951 — COLD, COLD HEART (Acuff-Rose) . . . Hank Williams (MGM)

1950 — CHATTANOOGIE SHOE SHINE BOY (Acuff-Rose) . . . Red Foley (Dec.)

1953 — HOUND DOG (Lion) . . . Willie Mae Thornton (Peacock)

1952 — LAWDY, MISS CLAWDY (Venice) . . . Lloyd Price (Specialty)

1951 — 60 MINUTE MAN (Lois) . . . The Dominoes (Federal)

1950 — I ALMOST LOST MY MIND (Hill & Range) . . . Ivory Joe Hunter (MGM)

BROADCAST MUSIC, INC. · 580 FIFTH AVENUE · NEW YORK 36, N. Y.
NEW YORK CHICAGO HOLLYWOOD TORONTO MONTREAL

BMI 1953 ... 68.4%

OF THE TOTAL VOTES REGISTERED BY OPERATORS IN THE 1953 CASH BOX POPULARITY POLL, 68.4% WERE CAST IN FAVOR OF BMI-LICENSED SONGS

The remarkable story related in the Cash Box Popularity Poll of 1953 is truly a great tribute to the composers and publishers affiliated with BMI. For it is their keen insight into the current tastes of the music-loving public that is creating the song hits of today.

BMI is indeed proud of their accomplishment.

BEST POP — 10 out of 27 — 39.8% of total votes

SONG FROM MOULIN ROUGE (BMI) Percy Faith-Felicia Sanders (Columbia)

TILL I WALTZ AGAIN WITH YOU (Village) Teresa Brewer (Coral)

YOU, YOU, YOU (Mellin) Ames Bros. (Victor)

CRYING IN THE CHAPEL (Valley) June Valli (Victor)

DON'T LET THE STARS GET IN YOUR EYES (Four Star) Perry Como (Victor)

TELL ME YOU'RE MINE (Capri) The Gaylords (Mercury)

ANNA (Hollis) Silvana Mangano (MGM)

SAY YOU'RE MINE AGAIN (Blue River) Perry Como (Victor)

YOUR CHEATIN' HEART (Acuff-Rose) Joni James (MGM)

EH, CUMPARI (Rosarch) Julius LaRosa (Cadence)

BEST WESTERN — 7 out of 8 — 91.4% of total votes

MEXICAN JOE (American) Jim Reeves (Abbott)

RUB-A-DUB-DUB (Brazos Valley) Hank Thompson (Capitol)

DEAR JOHN LETTER (American) Shepard & Huskey (Capitol)

DON'T LET THE STARS GET IN YOUR EYES (Four Star) Skeets McDonald (Capitol)

CRYING IN THE CHAPEL (Valley) Rex Allen (Decca)

CARIBBEAN (American) Mitchell Torok (Abbott)

GAMBLER'S GUITAR (Frederick) Rusty Draper (Mercury)

BEST FOLK — 10 out of 16 — 72.7% of total votes

NO HELP WANTED (Acuff-Rose) The Carlisles (Mercury)

YOUR CHEATIN' HEART (Acuff-Rose) Hank Williams (MGM)

IT'S BEEN SO LONG (Cedarwood) Webb Pierce (Decca)

HEY JOE (Tannen) Carl Smith (Columbia)

BACK STREET AFFAIR (Forrest) Webb Pierce (Decca)

I FORGOT MORE THAN YOU'LL EVER KNOW (Fairway) Davis Sisters (Victor)

CRYING IN THE CHAPEL (Valley) Darrell Glenn (Valley)

JAMBALAYA (Acuff-Rose) Hank Williams (MGM)

I WON'T BE HOME NO MORE (Acuff-Rose) Hank Williams (MGM)

IS ZAT YOU MYRTLE (Acuff-Rose) The Carlisles (Mercury)

BEST RHYTHM & BLUES — 23 out of 25 — 92.2% of total votes

HOUND DOG (Lion) Willie Mae Thornton (Peacock)

GOOD LOVIN' (Raleigh) Clovers (Atlantic)

SHAKE A HAND (BMI) Faye Adams & Joe Morris (Herald)

I DON'T KNOW (Republic) Willie Mabon (Chess)

CRYING IN THE CHAPEL (Valley) Orioles (Jubilee)

THE CLOCK (Lion) Johnny Ace (Duke)

BABY DON'T DO IT (Bess) "5" Royales (Apollo)

PLEASE DON'T LEAVE ME (Commodore) Fats Domino (Imperial)

SOFT (Jay & Cee) Tiny Bradshaw (King)

PLEASE LOVE ME (Modern) B. B. King (R.P.M.)

HELP ME SOMEBODY (Bess) "5" Royales (Apollo)

I'M MAD (Republic) Willie Mabon (Chess)

ONE SCOTCH, ONE BOURBON, ONE BEER (Aladdin) Amos Milburn (Aladdin)

RED TOP (Campbell) King Pleasure (Prestige)

LET ME GO HOME, WHISKEY (Aladdin) Amos Milburn (Aladdin)

GOING TO THE RIVER (Commodore) Fats Domino (Imperial)

CRAWLIN' (Progressive) Clovers (Atlantic)

I WANNA KNOW (Park Avenue) Du Droppers (Victor)

I'M GONE (Aladdin) Shirley & Lee (Aladdin)

CROSS MY HEART (Fanmar) Johnny Ace (Duke)

WILD, WILD YOUNG MEN (Regent) Ruth Brown (Atlantic)

THIRD DEGREE (Progressive) Eddie Boyd (Chess)

HONEY HUSH (Progressive) Joe Turner (Atlantic)

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE • NEW YORK 36, N.Y.

NEW YORK CHICAGO HOLLYWOOD TORONTO MONTREAL

ARKANSAS' FIRST
ARKANSAS' FIRST
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ARKANSAS' FIRST

TELEVISION
STATION

KRTV

CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.

KRTV

LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.

Herbert Spencer Futran

on all accounts

AS television director of W. B. Doner & Co., Chicago and Detroit, Herbert Spencer Futran is a relative Johnny-come-lately to agency tv circles, but his production-writing ability stands him in good stead. It's a far cry, to be sure, from his early writing chores on "soap opera," but as a 22-year veteran of broadcast circles, he has no complaints.

At Doner he now holds the title of tv director but also serves as account executive on those accounts using television.

Mr. Futran was born in Chicago on March 3, 1908. He mustered out of the U. of Chicago in 1929, taking up graduate work in philosophy.

Mr. Futran's first brush with radio came in Chicago during the 1931-32 season. Working on a freelance basis, he wrote the original Dr. Herman Bundeson Horlick Malted Milk *Adventures in Health* and later wrote-produced the *Bundeson Hour*, five days weekly, on WLS there. He was associated with Dr. Bundeson about two years, after freelancing previously, then joined Stack-Globe, now defunct advertising agency.

In 1935 he wrote a kids' show for Swift & Co. and later for Sears, Roebuck & Co.

To New York, Then Detroit

New York beckoned in the middle '30s and Mr. Futran hastened there to write soap operas and other shows. He stayed two and a half years then moved to Detroit. While there, he handled sales promotion and training aid activities for automobile companies (Nash, Ford, others).

In 1940 Mr. Futran returned to Chicago, doing freelance work but no radio — until 1942. In that interim he had been on retainer for Celotex Corp. and other firms on sales promotion. He wrote and produced the adventure-mystery series, *Adventures of Omar*, for Omar Flour. He wrote *Woman in White* in Chicago and then shifted to the West Coast for the program origination. He also did seven months on *Ma Perkins* and a tour of duty with United Productions of America.

After freelance activity, Mr. Futran joined Doner as a tv producer-writer and account executive. Today he works on the tv accounts of Marks Bros. (Tom Duggan shows) and Ruby Chevrolet and Atlantic Brewing Co.

He belongs, through Doner, to the Chicago Television Council and is active in the Southeast Chicago Commission, a reclamation project.

Mr. Futran married the former Ada Golden in 1946. They have three children, Theo, Nancy and Eric. His family lives on Chicago's south side.

GETTING THICKER...
THE WEAU FARM PROMOTION
SCRAP BOOK

1953 National Soil Conservation Field Day and Plowing Matches

"Greatest Farm Show in America" in 1953 at Augusta, Wis., attracts over 70,000 people

65,000 farmers witness noon hour program—picture on left shows the 40 acre machinery row, and 4 of the 16 parking lots

Outstanding Farm Girls compete for "Miss Queen of the Furrow" title at National Plowman's Banquet.

Jim Hill of WEAU congratulates the Plowing Champion

Sec'y. of Agriculture Ezra T. Benson delivers main address

WEAU

CO-SPONSOR OF AMERICA'S LARGEST FARM FIELD DAY

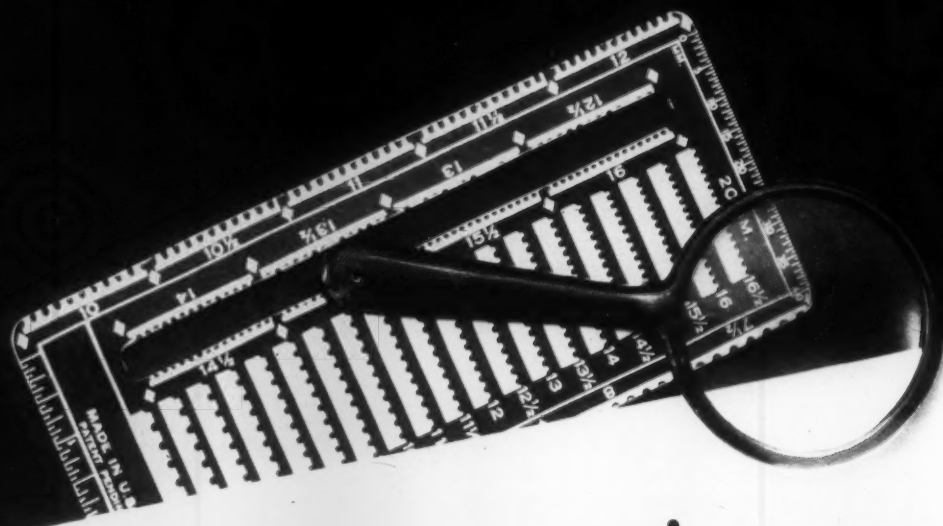
WISCONSIN'S LEADING FARM RADIO-STATION

EAU CLAIRE, WISCONSIN

790 K. C. – N B C – 5000 WATTS

WEAU Farm Editor Jim Hill records an interview with area farmer, for one of his 3 daily farm shows on WEAU.

Carl Johnsons reports to the Wisconsin Farmer each morning on W E A U ' S "Country Journal"



Collectors' items!

Rare buys every one . . . and they're worth more all the time!

WCBS Radio's local participation programs are valuable properties for the advertiser who wants to collect in the nation's number one stamping ground for sales. Month after month, these programs deliver larger average audiences than any other station's local participation shows.

Better yet, their value is increasing all the time. This year, for example, WCBS Radio's local programs are delivering 19.9% larger audiences than last year*...24.5% larger audiences than in 1947*, before television.

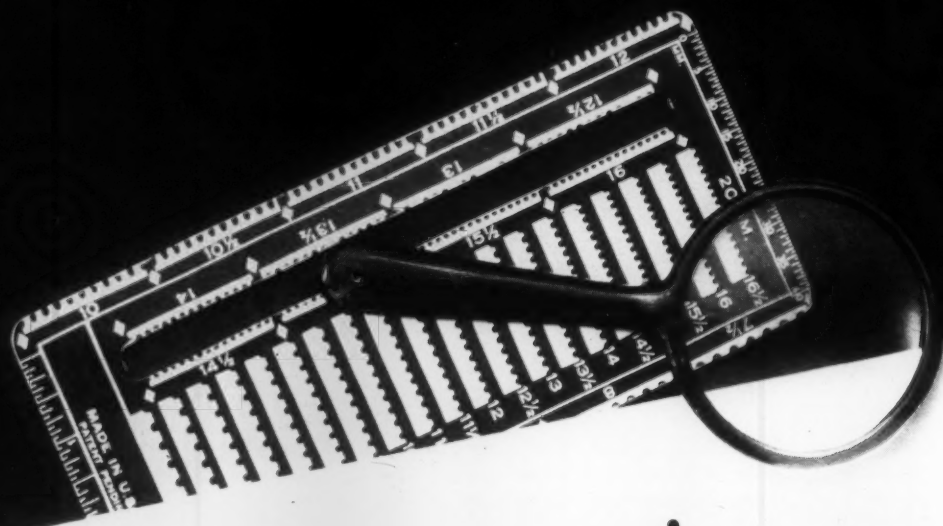
You can start collecting in New York today with any one (or combination) of these programs. Just call us or CBS Radio Spot Sales, posthaste!

Number One Station in the Number One Market **WCBS RADIO**

New York • Represented by CBS Radio Spot Sales

Source: Pulse, June-November 1953
*Same period

XUM



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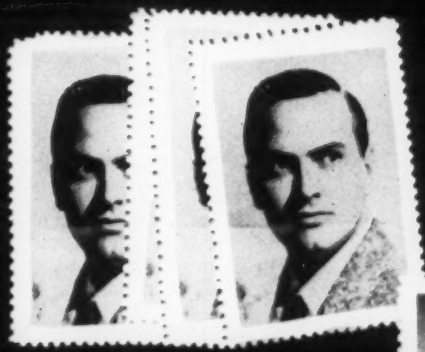
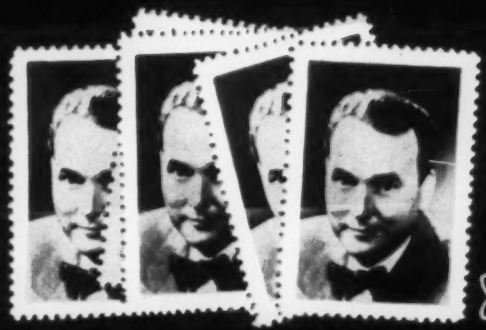


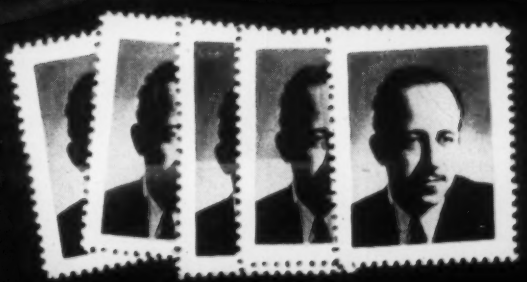
Bob Haymes

Bill Leonard



John Henry Faulk

Jack Sterling

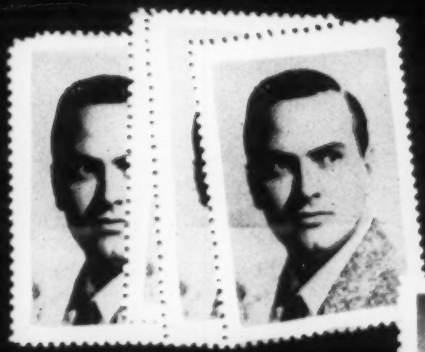


Galen Drake

Emily Kimbrough

XUM

Joan Edwards



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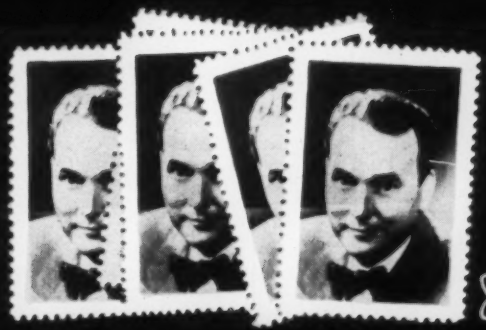

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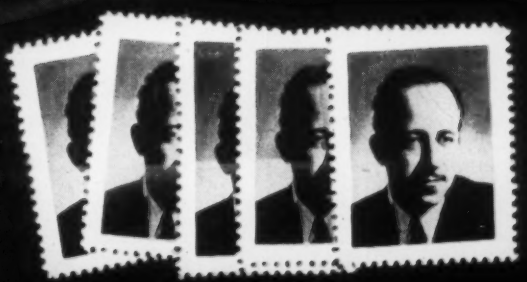

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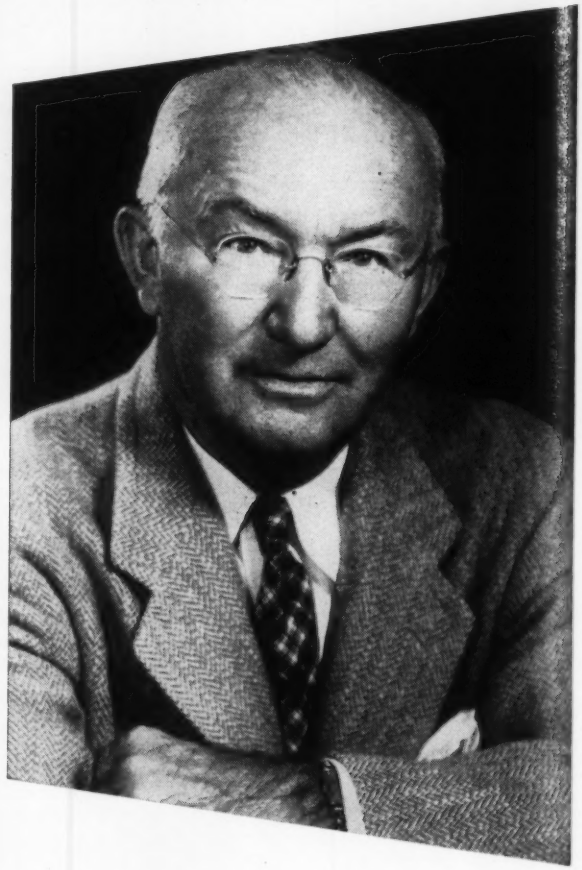

Another Reason Why WPTF is North Carolina's Number One Salesman

Tar Heel Biographer . . . . Carl Goerch

Hearing Carl Goerch comes as natural with Tar Heels as grits with breakfast. The man's an institution. His subject is North Carolina . . . its people, news, and history. When the state law-makers convene, his "Doings of the Legislature" is the daily bible. His Sunday evening "Carolina Chats" stories vie with the weather as a conversation opener. Unique among America's radio personalities, Carl Goerch and his "B.C." sponsored programs have been a WPTF trademark since the early 30's. He's the home state biographer on the team that makes WPTF the Number One Salesman in the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

December 14, 1953 Vol. 45, No. 24

FCC THROWS SPOTLIGHT ON LATE TV APPLICATIONS

Commission field investigations are preludes to order for hearing involving 'good faith' of Enterprise Transmission Inc., former Buffalo vhf ch. 2 contestant, and grant of vhf ch. 13 at Asheville for WLOS-WWNC merger after dropout of William W. Orr bid.

PREFACED by FCC field investigations of television bids which put into conflict the proposed mergers of earlier-filed applications, unique actions were taken by the Commission last week in calling for hearing on vhf ch. 2 at Buffalo, N. Y., and granting vhf ch. 13 at Asheville, N. C.

FCC designated for hearing the Buffalo ch. 2 application of Niagara-Frontier Amusement Corp., sole survivor there, and put into issue the "good faith" of Enterprise Transmission Inc., which dismissed its bid earlier in the week without explanation.

Niagara-Frontier told FCC it proposes to buy WGR Buffalo for $1.45 million from Leo Fitzpatrick and I. R. Lounsberry and to give part ownership in its ch. 2 venture to former competitors Victory Television Corp. and Niagara Falls Gazette Pub. Co. Latter would dispose of WHLD Niagara Falls.

Concurrent with dismissal by Enterprise, WGR, Victory and Gazette each had dismissed their ch. 2 applications on Tuesday, eve of the Commission's regular meeting day. Niagara-Frontier amended its application on Tuesday to propose the merger.

WBES-TV May Sell

Niagara-Frontier also reported that WBES-TV Buffalo, new outlet operating on uhf ch. 59, "has indicated that it may terminate its operation and sell its plant, and Niagara-Frontier has agreed in that eventuality to purchase said plant from the permittee."

Purchase price for WBES-TV, it is understood, would be about $500,000.

At Asheville, FCC granted vhf ch. 13 to Skyway Broadcasting Co., operator of WLOS there. Skyway proposes to give 30% interest to former competitor Asheville Citizen-Times Co., licensee of WWNC Asheville, and to reimburse another competitor, William W. Orr, in the amount of $5,000 for his expenses. Upon merger, WWNC would be retained and WLOS sold, FCC was informed.

The Commission stated its ch. 13 grant was on condition it is without prejudice to future action FCC may take on any application which is filed to effectuate the merger agreement. The applications of WWNC and Mr. Orr were both withdrawn on Tuesday, the same day the Skyway amendment was tendered.

Unusual procedures were taken by the Commission in its actions upon the Asheville and Buffalo cases. Both were under consideration by FCC on Wednesday morning but could not be resolved, it was learned.

Partly of concern was the agreement between Skyway and Mr. Orr, Commission sources disclosed. In the initial dismissal agreement dated Dec. 7, Skyway not only agreed to pay Mr. Orr $5,000 for reimbursement of his application expenses, but also to give him six months' option for purchase of a $10,000 minority stock interest and to retain him as tax consultant for eight years at $7,500 annually.

The Commission granted the Skyway bid late Wednesday after an amended agreement between Skyway and Mr. Orr was filed around 3:30 p.m. that same day. Announcement of the grant was reported Thursday afternoon.

FCC did not resolve its plan for hearing in the Buffalo case until Thursday when the hearing order was made public just before 5 p.m. The hearing order stated Niagara-Frontier had advised the Commission by letter dated Wednesday that it would waive its right to issuance of a pre-hearing McFarland notice should a hearing be necessary.

This waiver enabled the Commission to designate the hearing on Jan. 8, less than the 30-day limit for consideration of new applications, thereby affording Niagara-Frontier a form of umbrella protection from any new competitor before the hearing.

Ruling in the Asheville case was made by Chairman Rosel H. Hyde, Comrs. E. M. Webster, John C. Doerfer and Robert E. Lee with Comrs. Frieda B. Hennock and Robert T. Bartley present but abstaining from voting. The Buffalo hearing order did not recite the Commissioners present or voting.

Meanwhile, in other television actions last week, FCC approved construction permits for uhf ch. 33 at Miami, Fla.; uhf ch. 18 at Baltimore, and uhf ch. 43 at Corpus Christi.

Ch. 33 at Miami went to Miami-Biscayne Television Corp. after the Commission dismissed the competing application of Television Corp. of Greater Miami for "lack of prosecution" and failure to file a timely reply to its pre-hearing McFarland notice.

Second FCC Dismissal

This action represented the second instance in which the Commission dismissed an applicant for failure to file a reply within the specified time to FCC's McFarland letter.

The dismissal provision has been incorporated in the McFarland notices only several months and had been cited by KIRO Seattle in an unsuccessful attempt to force dismissal of competing vhf ch. 7 applications by KXA and KVI there on the ground of alleged untimely replies [B•T, Nov. 23].

Fortnight ago, the Commission dismissed the vhf ch. 13 application of W. W. Lechner at Houston for failure to respond to the McFarland notice. Ch. 13 is in contest among KTRH, Houston Area Television Co., Houston Television Co. and Television Broadcasting Co. of Houston. The ch. 13 hearing began at FCC Friday.

Ch. 43 at Corpus Christi was awarded to independent oil producer H. L. Hunt, multimillionaire who is charter member in the new tv production firm of Facts Forum of Dallas [B•T, June 22]. Firm is producing tv series featuring members of Congress, including Sen. Joseph R. McCarthy (R-Wis.), in debate.

Baltimore's ch. 18 went to United Broadcast-

SPOT radio clinic held by Station Representatives Assn. in New York with brand and advertising managers of Philip Morris & Co. and a Biow Co. account executive as guests, was attended by (l to r): D. Deutsch, PM; C. Fredericks, Biow; Reg Rollinson, SRA advertiser relations director; T. Christensen and H. Shook, both PM; J. Tormey, Avery-Knodel, and Paul Leary and Ross Milhiser, both PM.

XUM

ing Co. of Eastern Maryland Inc., operator of WSID there.

FCC also designated for hearing in Washington beginning Jan. 8 the vhf ch. 10 applicants at Norfolk, Va. Contestants are WGH Newport News, WAVY Portsmouth and Beachview Broadcasting Corp., Norfolk.

Earlier this year it was reported FCC had "investigated" other television applications. These involved vhf ch. 7 at Pine Bluff, Ark., and uhf ch. 17 at Spartanburg, S. C. FCC granted ch. 7 at Pine Bluff to Central-South Sales Co. after dismissing the competitive bid of Gaylord Shaw on ground it was a delaying action [B•T, June 23]. Ch. 17 went to Sterling Television Co. at Spartanburg after withdrawal by Piedmont Radio Co. [B•T, Aug. 3, June 23].

In its order calling for hearing on the Niagara-Frontier bid for ch. 2 at Buffalo, FCC set forth these issues:

(1) To determine whether Enterprise Transmission Inc. filed its application for ch. 2 assigned to Buffalo-Niagara Falls, N. Y., for the purpose of impeding, obstructing or delaying determination on any other application with which it may have been in conflict.

(2) To determine whether the above-entitled applicant or any of the parties to its application have agreed to pay, directly or indirectly, consideration for the dismissal of the application of Enterprise Transmission Inc.

(3) To determine, in the light of the record made with respect to the above issues, whether the applicant's other qualifications warrant the granting of the above-entitled application in the public interest, convenience or necessity.

The Commission ordered further that "in the event that a grant is warranted on the basis of the record developed in the above hearing, such a grant shall be subject to the following" conditions:

(1) That no construction be commenced until the antenna site and structure are first approved by the Commission with respect to safety to air navigation.

(2) That this grant is without prejudice to any action the Commission may take with respect to any future application which is filed to effectuate the agreement made on Nov. 2, 1953, between Niagara Falls Gazette Pub. Co., Victory Television Corp. and Leo J. Fitzpatrick and I. R. Lounsberry (sole stockholders of WGR Broadcasting Corp.).

Reviewing circumstances of the Buffalo case, the hearing order pointed out that prior to Nov. 2 the ch. 2 contest involved Niagara-Frontier, WGR, Gazette and Victory. Pursuant to an agreement dated Nov. 2, Niagara-Frontier was to file its amendment plus the merger agreement while the others were to dismiss their bids.

However, the order recited, when Enterprise filed for ch. 2 on Nov. 3, the Niagara-Frontier amendment was not tendered and the other mutually-exclusive applications were not dismissed.

FCC's order continued that "on the basis of the Commission's investigation of the circumstances surrounding the filing of the application of Enterprise Transmission Inc. to ascertain whether said application was in fact a filing in good faith, whether said application may have been filed for the purpose of delaying or hindering the granting of the application of Niagara-Frontier Amusement Corp., as amended, pursuant to the above-mentioned agreement, the Commission has been unable to conclude at this time that the application of Enterprise Transmission Inc. was filed in good faith."

The order indicated further FCC is concerned "as to whether the circumstances surrounding the dismissal of the application of Enterprise Transmission Inc., directly or indirectly, constituted additional consideration for the dismissal of an application not filed in good faith, and as to whether the granting of the above-entitled application would not subvert the Commission's policy and efforts to discourage the filing of so-called "strike" applications (i.e., one filed by an applicant not having the bona-fide intention of prosecuting the application, receiving a grant and constructing a station to serve the community)."

Samuel B. Darlich, president and one-third owner of Enterprise, in a statement to B•T Thursday night, affirmed that his group was seriously interested in building a new tv station on ch. 2 and disclaimed the hearing order's inference.

He contended Enterprise withdrew in order to speed an additional tv service to the Buffalo area. Referring to the Niagara-Frontier application, Mr. Darlich described it as "the better group, and we wanted to see them get on the air as soon as possible."

Reviews Tv Interest

Mr. Darlich informed B•T of his long personal desire to get into television and pointed out that two of his department stores have experienced "good results" from advertising on WBES-TV, being on the uhf ch. 59 station ever since its inception in early September. The stores are Genss Bros., Niagara Falls, and Twinton Dept. Store in Buffalo suburbs.

Mr. Darlich also pointed out his cousin is Lee Wagner, founder of *TV Guide*, the fan publication now owned by Moe Annenberg.

Charles R. Diebold, president and one-third owner of WBES-TV, informed B•T the uhf ch. 59 station has "no present plans to discontinue operation" but stated "no comment' when asked if Niagara-Frontier had made an offer of purchase.

The WBES-TV executive explained he had not seen the Niagara-Frontier statement in its amended application and it would have to speak for itself.

Mr. Diebold affirmed his belief that uhf can do an effective sales job locally and produce a good picture, but he indicated concern for uhf on the national scene. He admitted the three-months-old WBES-TV is not yet operating "in the black, but there has been steady improvement" which he considered encouraging.

Informed that B•T had just contacted Mr. Darlich of Enterprise, Mr. Diebold described him as a "very substantial and prominent citizen" and asserted that Mr. Darlich has a "genuine interest in television."

The WBES-TV executive said he knew "very well" all of the principals in all of the ch. 2 applications and described them as reputable and outstanding citizens. He felt it was unfortunate and mistaken that the Commission should question the intent of the Enterprise bid.

WGR and Niagara Falls Gazette Pub. Co. were the original contestants for ch. 2. They filed in mid-1952 when FCC resumed application processing on July 1 of that year, just after finalization of the reallocation plan in the Sixth Report and Order. Victory filed in early June of this year and Niagara-Frontier filed in July. Enterprise tendered its bid Nov. 3, according to FCC records.

Principals in the original applications were as follows:

WGR Broadcasting Corp. (WGR)—Leo Fitzpatrick, chairman of the board and 69.98%; I. R. Lounsberry, president and 30%.

Niagara Falls Gazette Pub. Co. (WHLD Niagara Falls)—President A. C. Deuel, 90.8%; Vice Presidents Earl C. Hull and R. T. Harold; Secretary-Treasurer Ray M. Van Wagner, 2.4%.

Victory Television Corp.—Six equal owners: President Arthur Victor Jr., president and 20% owner Victor & Co., retail furniture department store; Treasurer George M. Frauenheim, president-treasurer of George J. Meyer Malt & Grain Corp.; Secretary Peter J. Crotty, attorney; J. Eugene McMahon, attorney; Norman Joseph, owner of transportation firms in Cleveland and Youngstown and truck-auto interests in Buffalo; Patrick J. McGrody, president McKinley Liquor Co.

Niagara-Frontier Amusement Corp.—President George F. Goodyear (15%), director Marine Trust Co. of Western New York; Vice President Myron Kirk (16%), vice president—6% owner Kudner Inc.; Treasurer Paul A. Schoellkopf Jr. (15%), director Marine Trust and real estate and investment broker; Secretary Jacob Frederick Schoellkopf IV (15%), investment banker; ex-U. S. Sen. Herbert R. O'Conor (D-Md.) (2%), minority stockholder in WCAO Baltimore.

Enterprise Transmission Inc.—Equal owners: President Samuel B. Darlich, attorney, real estate and department stores; Vice President Thomas P. Cauley, real estate, and Secretary Vincent C. Bonerb, sugar distributor.

The amended Niagara-Frontier application set forth the following officers and stockholders to show the changed corporate structure after Victory Television principals acquired part interest:

Niagara-Frontier Amusement Corp. (amended)—George F. Goodyear, president 10%; Paul A. Schoellkopf Jr., treasurer 10%; J. Frederick Schoellkopf IV, secretary 10%; Anthony A. Bliss 2.08%; Myron Kirk, vice president 10.66%; Barbara A. Schick, 5.03%; Herbert R. O'Connor, director 1.33%; Richard Joseph Farricker, 2.68%; Vincent F. Aiello, 2.8%; J. Whitney Peterson 2.08%; Seymour H. Knox, director 10%; Arthur Victor Jr., George M. Frauenheim, Peter J. Crotty, J. Eugene McMahon, Norman Joseph and Patrick J. McGroder Jr., all of Victory Television, each 5.55%.

Should Gazette exercise its option, the amended application stated, the WHLD licensee or its principals would take a 25% interest in Niagara-Frontier. This would reduce the proportionate share of the others, since new stock would be issued.

Niagara-Frontier increases its authorized capital stock from 5,000 shares at $5 par to 10,000 shares $10 par. Also issued are 5% unsecured debenture bonds, maturing May 1, 1958, in the amount of $500,000, to be increased to $1 million, according to the amended application.

Victory Television principals have taken 2,400 shares and $185,000 in debentures. When Gazette takes up its option, it will have like amount in stock and debentures. It proposes to sell WHLD, a Mutual affiliate on 1270 kc with 5 kw directional.

Acquires WGR Assets

The Niagara-Frontier purchase of WGR from Messrs. Fitzpatrick and Lounsberry entails a gross consideration of $1,450,000, of which some $435,000 will be recovered in liquid assets.

The sale agreement, also dated early November, called for payment of $55,000 within five days of the signing; $600,000 cash on the closing date following FCC approval, and the balance of $795,000 in five annual installments of $159,000 bearing 3% interest.

Should Niagara-Frontier fail to carry out its plan to buy WGR, the present owners of the station would retain the $55,000 as liquidated damages and would acquire the right to purchase 25% of the total stock and debentures then issued by Niagara-Frontier.

Included among the WGR current assets to be transferred are 2,000 shares of CBS stock, listed at $81,952.87.

WGR is a basic CBS affiliate, assigned 5 kw on 550 kc, directional at night.

Niagara-Frontier's amended application set forth in detail its plans for financing the proposed ch. 2 station. Before purchase of WGR, it stated, there will be available $96,000 from sale of stock and $740,000 from debentures. Should Gazette not take $24,000 in stock and $185,000 in debentures, these investments will be taken over by present stockholders.

Two year loan of $200,000 at 4% is available from Marine Trust, secured by the endorsements of Messrs. Goodyear and Schoellkopfs, FCC was told.

Estimated construction cost of the ch. 2 station was given as $593,882, including cost of

land already on hand. Of this total, $488,882 represents equipment from RCA, 50% of which is deferred beyond the first year's operation.

As a result, the application said, Niagara-Frontier will have available to it "cash in the amount of $1,036,000 and deferred purchase payments of $244,441 to meet the cost of construction and provide working capital." After acquisition of WGR, requiring a net cash outlay at closing date of $220,212 in view of acquired assets, Niagara-Frontier "will have funds available to it, cash or deferred credit, in the amount of $446,347 in excess of the entire cost of construction of the proposed television station and the down payment under the purchase contract of WGR."

Regarding prospective purchase of uhf ch. 59 WBES-TV there, the application stated:

In addition to the foregoing, WBES-TV Inc., operating station WBES-TV on ch. 59 in Buffalo, has indicated that it may terminate its operation and sell its plant, and Niagara-Frontier has agreed in that eventuality to purchase said plant from the permittee. If the plant of WBES-TV is sold to Niagara-Frontier, certain of the physical assets included in that purchase will be substituted for certain of the physical assets proposed in this application.

Such substituted physical assets would considerably advance the date that the applicant herein could commence operation and would also tend to provide for a more efficient and economical plant. It is estimated that the excess costs involved in this substitution over the costs shown in Section III hereof, will be not more than $75,000 and as heretofore indicated, as described on page 2 of this exhibit, Niagara-Frontier will have excess funds available amounting to $446,347. The alternative possibility of the substitution of certain items of the plant of WBES-TV would of course be subject to the filing at a future time of an appropriate application for modification of construction permit and approval thereof by the Commission.

WBES-TV's studios are located in the penthouse of Buffalo's Hotel Lafayette.

Asheville Applications

Skyway Broadcasting Co., successful applicant for ch. 13 at Asheville, filed its initial post-thaw bid June 20, 1952, and went into contest with the subsequent July 1 application of Community Television Co., headed by Earl R. Bamford, part owner of WSKY Asheville. Asheville Citizen-Times Co.'s WWNC filed March 25 of this year to make it a three-way fight, but Community withdrew in August.

It was reported that Skyway and Citizen-Times proposed their merger initially Oct. 6, the date of the application by William W. Orr. Mr. Orr has been a public accountant for 17 years, his dismissal agreement with Skyway stated, 15 of which have been in tax work and accounting for radio stations.

Mr. Orr told B•T he withdrew his application in order to speed a new local tv station there. "We need vhf in this area," he said.

Concerning the substantial change in his dismissal agreement with Skyway, Mr. Orr said "I don't like to force employment on anyone" and preferred to let Skyway choose voluntarily who would be its tax consultant.

Mr. Orr acknowledged that he had "talked to the FCC investigators" when they were in Asheville but that their inquiry was "just routine."

Mr. Orr said he handles tax and accounting matters for stations in Asheville, Charlotte, Durham, Knoxville and Washington.

The initial dismissal agreement between Mr. Orr and Skyway, dated Monday, was submitted to FCC Tuesday when Skyway also tendered its merger proposal with the Ashville Citizen-Times Co. Mr. Orr and WWNC dismissed their applications Tuesday, leaving Skyway clear.

The Dec. 7 Orr-Skyway agreement provided that Skyway would reimburse Mr. Orr $5,000 for his application expenses and gave him a six-month option to purchase 200 shares for $10,000. In addition, Skyway agreed to retain Mr. Orr or his firm for eight years as tax consultant at $7,500 a year. This fee covered services not to exceed 20 hours a month and were limited to tax return preparation, according to the papers on file with FCC.

This Dec. 7 pact also set forth that if Skyway did not receive a grant on or before Dec. 16, Mr. Orr was at liberty to refile "and Skyway will take whatever steps are reasonably necessary (e.g. amending its application, dismissing its application without prejudice etc.) in order to insure that Orr's application shall be eligible for filing and to be considered on a comparative basis with the application of Skyway."

This pact was amended on Wednesday, however, to provide only that Mr. Orr would be reimbursed $5,000 for application expenses. The Dec. 9 agreement, between Mr. Orr and Charles S. Britt, Skyway executive vice president, said Mr. Orr "has notified Skyway that he is no longer desirous of having an option to acquire stock and no longer willing to provide his services as tax consultant to Skyway as contemplated in the original agreement."

Consideration set forth in the Dec. 9 pact was $1.

Skyway's amended application stated its authorized stock of 15,000 shares will be increased to 16,000 shares, with the Asheville Citizen-Times Co. holding option until June 30, 1957, for 5,000 shares. Par is $50. Skyway now has a total of 3,300 shares issued. These are held chiefly by Chrales M. Britt, Charles B. Britt and Joe H. Britt.

The merger proposal explained that WWNC would be retained and WLOS given up. Asheville Citizen-Times Co. also is reimbursed $5,558.46 for its application expenses.

In mid-November, the Greenville (S. C.) News-Piedmont Co. became sole owner of the Asheville Citizen-Times Co. and WWNC following FCC approval to purchase of the newspaper-radio properties for a combined consideration of $2.3 million [B•T, Nov. 16].

The News-Piedmont interests are headed by former U. S. Senator Roger C. Peace and include WFBC Greenville and 37.5% interest in new vhf ch. 4 WGCT (TV) there, the grant representing a merger of the WFBC and WMRC principals. WMRC has been sold for $72,500 to WAKE Greenville [B•T, Nov. 16] and received Commission approval last week (story page 48).

Mr. Hunt's grant for uhf ch. 43 at Corpus Christi resulted from his petition for prompt action following amendment from uhf ch. 22, the latter in comparative hearing with Coastal Bend Television Co. Latter continues in hearing status on ch. 22.

Details of last week's new tv authorizations follow:

Miami, Fla. — Miami-Biscayne Television Corp. (includes principals in WINZ Hollywood, Fla.) granted uhf ch. 33; effective radiated power 182 kw visual and 97.7 kw aural; antenna height above average terrain 480 ft. Address: Biscayne Terrace Hotel.

Baltimore, Md.—United Broadcasting Co. of Eastern Maryland Inc. (WSID) granted uhf ch. 18; ERP 85.2 kw visual and 42.7 kw aural; antenna height above average terrain 480 ft. Address: 912 N. Charles St.

Corpus Christi, Tex.—H. L. Hunt granted uhf ch. 43; ERP 37.1 kw visual and 19.1 kw aural; antenna height above average terrain 460 ft. Address: 4009 Lawther Dr., Dallas.

Asheville, N. C.—Skyway Broadcasting Co. (WLOS) granted vhf ch. 13; ERP 170 kw visual and 85.2 kw aural; antenna height above average terrain 2,850 ft. Option for 30% interest given WWNC there. Address: % Charles B. Britt, P. O. Box 2389, Battery Park Hotel.

LEE RUWITCH (r), exec. vice pres.-gen. mgr., WTVJ (TV) Miami, and Thomas V. Sheehy, field representative, Lehigh Structural Steel Co., exhibit drawing of a new 1,000-ft. antenna tower being constructed by Lehigh for WTVJ. Completion is due next February.

GATEWAY Chevrolet, Daly City, Calif., is co-sponsoring Tuesday's wrestling hour on KPIX (TV) San Francisco. Completing arrangements are (seated, l to r) Carroll Mincher, gen. mgr., Gateway, and Gerald Mincher, firm's vice pres. Looking on are (standing, l to r) Lou Simon, KPIX coml. mgr.; Carl Christopher, Christopher Agency, and Frank Beazley, KPIX salesman.

BURGEMEISTER BEER's 52 weeks on KLAS (TV) Las Vegas, Nev., is contracted by Randall McElhone (seated), gen. mgr., Nevada Beverage Co., southern Nevada distributor. KLAS personnel looking on are (l to r) Tom Ivory, gen. mgr.; Bill Pursel, sls. mgr., and Carl Greene, acct. exec.

ANNUAL East-West Shrine football game on DuMont Television Network Jan. 2 is discussed by (seated, l to r) Owner Vic Morabito of San Francisco 49ers, and Bill Coffman, managing dir. of the benefit, with (standing, l to r) Lance Lindquist of Ketchum, MacLeod & Grove, Pittsburgh, and Tom McMahon, DTN sports dir.

XUM

AGENCIES' 15% CUT 'OUTMODED'–MOGUL

Agency president tells Philadelphia tv group that agency's payment should be keyed to the business it brings in for the client.

TELEVISION Assn. of Philadelphia members were told that paying 15% commission for advertising agencies is an outmoded practice in an address by Emil Mogul, president of Emil Mogul Advertising Agency, at their December meeting at the Poor Richard Club.

"Many agencies and advertisers would like to upset the 15% commission, but they are bound by tradition. The rate in the advertising business is the same today as when the business started, and yet advertising costs have risen 40%.

"Agencies now perform many types of services," said Mr. Mogul, "and with the extra work involved with television, such as purchasing time, writing commercials and supervision, it is impossible to render quality service on 15%.

"Agencies should be paid by clients, not media," said Mr. Mogul. "Advertising and selling are Siamese twins, and instead of 15%, agencies should get a percentage of sales. In the case where the advertisers do not sell anything, the agencies should be paid a fee for the job they perform and the amount of work done, the same as a lawyer or an accountant. Mr. Mogul said there can be no uniform percentage of sales rate established for every client. A formula is worked out after the client is studied, and the percentage is figured individually.

Mr. Mogul said he has plugged for the percentage of sales on his accounts, and in the cases where he has such an arrangement it has worked out successfully for both his clients and himself.

CONGRATULATIONS go to Harvey S. Firestone Jr. (2d r), board chairman of Firestone Tire & Rubber Co., from Brig. Gen. David Sarnoff, board chairman of RCA-NBC, at the 25th anniversary program of *Voice of Firestone*, now simulcast by NBC-AM-TV, on Nov. 30. Sharing praise are (l and r) Raymond Firestone and Roger Firestone, both Firestone vice presidents and directors.

ROSE BOWL RIGHTS TO NBC-GILLETTE

EXCLUSIVE NBC radio-tv rights to the annual Rose Bowl football game on New Year's Day at Pasadena, Calif., have been renewed for three years by the network for an estimated $1.5 million.

The contract, which gives NBC rights through the Jan. 1, 1957, game was signed last Tuesday by Harry Hurry, Pasadena Tournament of Roses president, and Victor O. Schmidt, Pacific Coast Conference commissioner.

The signers also approved Gillette Razor Co. as continuing sponsor for the annual coast-to-coast radio-tv coverage. Network negotiations were conducted by Lewis S. Frost, NBC Western Division director of public relations. It was reported that starting in 1955 the game possibly will be telecast in color.

WJR Star Cavalcade Entertains in New York

A PROGRAM featuring some 75 of its entertainers was presented by WJR Detroit at a "Goodwill Cavalcade" dinner staged by the station for approximately 470 top agency and advertiser executives at the Waldorf-Astoria Hotel in New York last Thursday night.

The dinner and show, said to mark the first time a radio station had moved its talent to New York for a program of this scope, was designed as "a relaxing evening of entertainment" to give advertising executives a chance to "see at first hand the character of WJR programming," according to President John F. Patt who introduced the program.

The show highlighted the WJR-CBS *Make Way for Youth* chorus under director Don Large and the WJR orchestra directed by Max Lieb, with an introduction by Bud Guest, WJR's *Sunnyside Reporter*, and featured musical numbers by Maureen Bailey, Marie Sabbe, Casey Clark, May Hawks and the Lazy Ranch Boys, the Jimmy Clark Quartet with Judy Carroll, Renee McKay, the Spellbinders mixed quintet, Fred Kendell and Marie Sabbe-Fred Kendall duets.

Sealtest Plans on C-C

ADVERTISING, merchandising and promotion plans for 1954 of the Sealtest Division of National Dairy Products Corp., New York, will be outlined during a two-hour, closed circuit television business meeting Jan. 21. It will be carried to theatres in 16 Sealtest regional zone cities. The telecast, presented by Theatre Network Television and produced by Alexander Leftwich, will originate from New York.

'Amahl' on 'Hallmark'

NBC-TV will present for the fourth time Gian-Carlo Menotti's opera, "Amahl and the Night Visitor" on the *Hallmark Hall of Fame* program Dec. 20 (5-6 p.m., EST). This year's production will be telecast in compatible color if FCC has approved the new standards, but in any event the dress rehearsal will be in color. It will be presented in regular black-and-white if FCC color approval has not been given.

Five Renew CBS-TV Shows

RENEWAL by five advertisers of program sponsorship on CBS-TV was announced last week. They are:

Aluminum Co. of America, Pittsburgh, through Fuller & Smith & Ross, Cleveland, for *See It Now* (Tues., 10:30-11 p.m., EST), effective Dec. 1; General Electric Co., Schenectady, through BBDO, New York, for *Fred Waring Show* (Sun., 9-9:30 p.m., EST) effective Dec. 27; Pillsbury Mills (Ballard Div.), Minneapolis, through Campbell-Mithun, Minneapolis, for *Garry Moore Show* (Tues., 1:45-2 p.m., EST), effective Dec. 1.

C. H. Masland & Sons, Carlisle, Pa., through Anderson & Cairns, New York, for *Garry Moore Show* (Mon., 1:30-1:45 p.m., EST), effective Dec. 7, and R. J. Reynolds Tobacco Co., through Wm. Esty Co., New York, for *I've Got a Secret* (Wed., 9:30-10 p.m., EST), starting Jan. 6, and for *Topper* (Fri., 8:30-9 p.m., EST), starting Jan. 1, 1954.

Texas Co. Takes Cotton Bowl

TEXAS Co., New York, will sponsor the Cotton Bowl football game in Dallas on New Year's Day over NBC Radio and NBC-TV, starting at 1:45 p.m. EST. Kudner is the agency.

Controversy Doesn't Necessarily Mean Business Bumps

ADVERTISERS who sponsor controversial personalities on radio and tv need not fear pressure groups will hurt their business. This is the belief of Miles Ark, president of Barr Manufacturing Co., Los Angeles retail clothing firm and sponsor of twice-weekly *Clete Roberts Reports* on KLAC-TV Hollywood.

He said pressure groups who have disagreed with the commentator are "only a few people, but they make a lot of noise," when they call the clothing company in an attempt to drive Mr. Roberts off the air. "They make five calls apiece and the sponsor thinks the sky's falling on him. We can live with or without them."

"Ninety per cent of people resent the pressure groups and if all sponsors joined in resisting them, there would be no problem," Mr. Ark said, adding many persons violently in disagreement with Mr. Roberts' opinions still purchase clothing at Barr stores.

The firm has sponsored Mr. Roberts for more than three years. Mr. Ark believes much of the company's success can be attributed to the news commentator's program. Mr. Ark would not go so far as to say a controversial figure on the air helps a firm's business by attracting attention, but he flatly stated it did not do the Barr stores any harm.

PM PROMOTES GREENE AND LATHAM

PROMOTION of Roger Greene from advertising manager to advertising director of Philip Morris & Co., New York, highlighted a series of executive personnel changes announced last week by Harry W. Chesley Jr., vice president of Philip Morris. Mr. Greene has been with the company since 1936.

Replacing Mr. Greene as advertising manager is John R. Latham, who has been with the New York offices of the Curtis Publishing Co. Mr. Latham has held executive posts with the American Tobacco Co., American Cigarette

Mr. Latham **Mr. Greene**

and Cigar Co., Young and Rubicam, Roy S. Durstine and the Office of War Information.

Other promotions announced by Mr. Chesley were those of John R. O'Connor, regional manager for the Pacific Coast, Alaskan and Hawaiian districts, who has been appointed to the newly-created post of assistant to the vice president in charge of sales, and of Bree Johnson, manager of field sales, who has been named regional manager for the seven western states.

Best Foods Names D-F-S

BEST FOODS Products, whose advertising budget runs to $2.5 million a year, last week appointed Dancer - Fitzgerald - Sample, New York, as advertising agency for all its products, effective Feb. 1. Benton & Bowles, New York, which had serviced the account for the past 14 years, announced it had resigned the account as of the February 1 effective date.

Best Foods is a heavy spot radio and television advertiser. Firm's products are Nucoa Margarine, Hellman's Mayonnaise, Sandwich Spread, Tartar Sauce, Horse Radish & Mustard, Mrs. Fannings Bread and Butter Pickles, H-O Quick Oats, H-O Old Fashioned Oats, H-O Enriched Cream Farina, and Presto Cake Flour.

Agency Gets 'Wow' Bonus

IT'S NOT NEWS when advertising agency sends a client a Christmas gift; it is when a client sends its agency a Christmas bonus. Last week Emil Mogul Co., New York, reported it was the happy recipient of "a great, big, whopping five-figure check" as a holiday bonus from one of its clients, Rayco Mfg. Co. (auto seat covers), Paterson, N. J., in appreciation for its cooperation during the past year. Mr. Mogul commented briefly: "Wow!"

Niagara Mfg. Buys MBS News

NIAGARA Mfg. Co., Adamsville, Pa., will make its first venture into network radio advertising with sponsorship of the Tuesday portion of *Gabriel Heatter* news comemntary program (MBS, Mon.-Fri., 7:30-7:45 p.m. EST), starting Jan. 5. Agency: Olian & Bronner, Chicago.

NEW BUSINESS

Carnation Co., L. A. (Evaporated Milk and Friskies Dog Food), starts *When a Girl Marries* on ABC Radio, Mon.-Fri., 10:45-11 a.m. (EST), for 52 weeks from Jan. 4. Agency: Erwin, Wasey & Co., L. A.

See's Candy Shops Inc., L. A., will sponsor Tournament of Roses Parade on initial line-up of eight stations of ABC Western Regional Television Network, Jan. 1, 9-10:30 a.m. (PST). Agency: Geoffrey Wade Adv., Hollywood.

Whitehall Pharmacal Co., N. Y. (Anacin), to sponsor 10-minute segment of *Your Show of Shows* and *All Star Revue,* (Sat., 9-10:30 p.m.) on alternate weeks effective Dec. 5 for 27 weeks. Agency: John F. Murray Adv., N. Y.

Dolcin Corp., N. Y. (pharmaceuticals), starts *Frank Goss News* on 23 Columbia Pacific Radio Network stations, Tues., Thurs., Sat., 5:45-5:55 p.m. PST, for 52 weeks from Jan. 5. Agency: Victor Van Der Linde, N. Y.

RENEWALS

Goodyear Tire & Rubber Co. renews *Greatest Story Ever Told* on full ABC Radio Network (Sun., 5:30-6 p.m. EST) for eighth straight year, effective Jan. 3. Agency: Kudner, N. Y.

Colgate-Palmolive Co. renews Tuesday segment of *Howdy Doody,* for 52 weeks effective Jan. 5, on NBC-TV. Agency: Ted Bates & Co.

Sunbeam Corp. renews for 18 weeks *Ethel & Albert,* effective Jan. 2, on NBC-TV. Agency: Perrin-Paus Co., Chicago.

Speidel Corp. renews alternate week sponsorship of *Name That Tune,* (Mon. 8-8:30 p.m.) for 51 weeks starting Jan. 4, on same network. Agency: Sullivan, Stauffer, Colwell & Bayles.

Bayuk Cigars renews *Saturday Night Fights* on ABC-TV (Sat., 9-9:45 p.m. EST) for 52 weeks, effective Jan. 23. Agency: Ellington & Co., N. Y.

AGENCY APPOINTMENTS

Frank Brewing Co., Louisville, appoints McCann-Erickson Inc. to handle its advertising. Account will be serviced out of agency's Louisville and Chicago offices and radio may be used.

Swift & Co., Chicago (Jewel shortening), appoints Gardner Adv. Co., St. Louis, to handle advertising for that product. Company also names Russell T. Gray, Chicago, to handle advertising for industrial products.

Peter Paul Inc. names Dancer-Fitzgerald-Sample, N. Y., to handle advertising for Mounds and Almond Joy candy bars, effective Jan. 1.

Sunlite Bread appoints BBDO, S. F. Radio and tv will be used. **Don Tibbetts** is account executive, with **Burt Vaughan** as group supervisor.

PROGRAM SERVICES

ASCAP-Industry Debate Fruitless but Friendly

OFFERS and counter-offers were made and rejected at last Monday's get-together of negotiating committees from the tv networks and ASCAP, attempting to work out terms for a renewal of the blanket tv licenses which expire the end of this month.

Although a mutually satisfactory formula proved still elusive, it was reported that the meeting was held in a friendly atmosphere and that each side displayed a real desire to find a workable solution.

Committees are expected to meet again soon, although no definite date had been set.

The All-Industry Local Tv Music License Committee's negotiating subcommittee is scheduled to meet with ASCAP representatives today (Monday) to continue explorations for a license formula for tv stations [B•T, Dec. 7, Nov. 30]. Motion of the All-Industry Committee to have the Federal Court in New York set interim fees, pending the issuance and acceptance of station licenses, is almost certain to be heard this week after several previous postponements, it was said.

SOA Suit Plans Argued

QUESTION of whether plaintiffs or defendants should have first go at pre-trial examination of the other side was argued in U. S. District Court in New York last Tuesday by counsel for the opposing groups in Songwriters of America's $150 million damage suit against BMI and the broadcasting industry [B•T, Dec. 7, Nov. 16]. Judge John Clancy, who heard the arguments, was expected to hand down a ruling in the near future. Godfrey Goldmark of the law firm of Rosenman, Goldmark, Colin & Kaye represented all the defendants in the arguments, while John Schulman of Hays, St. John, Abramson & Schulman appeared in behalf of SOA.

Tv Package Firm Formed

NEW COMPANY specializing in production of local and national tv package shows and tv film editing has been formed by Arthur Rosenbloom and Ruth Cade. The firm is called Mavro Television Co. with offices at 520 Fifth Ave., telephone Oxford 7-0239.

TRYING out the coinbox on a tv set as International Telemeter Corp. opened its pay-as-you-see television service at Palm Springs, Calif. [B•T, Dec. 7], are Don Hartman (l), in charge of production at Paramount Pictures, ITC parent, and Norman Chandler, publisher of the *Los Angeles Times* and owner of KTTV (TV) Hollywood.

STANTON HEADS NBC FILM DIVISION; SISSON AND HALLORAN ALSO RAISED

Changes last week are aftermath to the elevation of Robert W. Sarnoff to executive vice president of NBC.

CARL M. STANTON, director of the NBC Film Division, last week was put in charge of the division and Edgar G. (Ted) Sisson was named associate director, as a followup to the elevation of Robert W. Sarnoff, former vice president in charge of the film organization, to executive vice president of NBC [B•T, Dec. 7, also see story page 76].

Mr. Stanton will report directly to Mr. Sarnoff, while Mr. Sisson, formerly in charge of radio and television programs and programming for N. W. Ayer & Son, will report to Mr. Stanton and assist in administering the division's over-all policy and its various departments, including sales, advertising and promotion, film and kinescope services, and production.

Mr. Stanton

John E. Halloran, of NBC radio's advertising and promotion department, meanwhile was named assistant manager of advertising and promotion for the film division where he will aid Jay H. Smilin, manager of that department.

Mr. Stanton, with NBC since 1949, became director of the Film Division when it was established as one of NBC's three major operating divisions last March. He joined NBC as director of the television talent and new programs department, became director of tv commercial program planning in 1951, and was appointed national program manager for tv network programs in 1952.

He previously had served with the old Lord & Thomas Agency in various capacities in Hollywood, Denver, and New York, starting in 1934, and when the agency became Foote, Cone & Belding he was named account executive on the American Tobacco Co. account. He later was radio director for Blackett, Sample & Hummert and radio-tv director of its successor agency, Dancer-Fitzgerald-Sample.

Mr. Sisson had been with the Ayer agency since 1949. Before that he was with Pedlar & Ryan as vice president in charge of radio and television for nine years. He also served as head of the radio department of Lord & Thomas in 1936-38, and was with NBC in radio promotion in 1933-36.

Mr. Halloran was a continuity writer for WLW Cincinnati before moving to NBC, and previously was with the sales promotion department of Union Central Life Insurance Co. and with a Cincinnati advertising agency.

Z-M Productions Sues CBS, Others for $1.2 Million

A SUIT listing 12 causes of action and asking $1,200,000 damages, was filed last Tuesday in Los Angeles Superior Court against CBS, Philip Morris & Co., Rovan Productions, and Jack Harvy and Lee Carson, writers on CBS Radio's *My Little Margie* by Z-M Productions, motion picture production firm headed by Al Zimbalist and Jack Rabin.

The plaintiffs, whose new feature film, "Cat Women of the Moon," is yet to be theatrically released, charge a mid-October broadcast of *My Little Margie* used the story content of their film as basis for a comedy situation in which a group of people see a film titled "Cat Women From Outer Space." The complaint further alleges Lee Carson visited the set while the film was in production.

Filed through attorney Edward Mosk and Irwin Goston, the suit lists as causes of action: (1) appropriation of property; (2) radio program "disparaged, ridiculed, parodied, mimicked and libeled" the film; (3) unfair competition; (4) breach of implied contract; (5) Mr. Carson, specifically by access to the film's script "entered into a fiduciary relationship with the plaintiffs, violating it by writing the radio script; (6) plagiarism; (7) misrepresentation in that the radio program material purported to be original; (8) infringement of copyright; (9) unauthorized use of (plaintiff's) story idea; (10) defendants' use of radio has caused plaintiffs to compete with themselves by means of a different medium of communication in regard to sale of their own product; (11) unjust enrichment; (12) violation of the entertainment field's custom of payment for use of a story idea and fictional characters.

Screen Gems Forms Own Unit

ESTABLISHMENT of an animation unit within the television commercial production department of Screen Gems, New York, tv subsidiary of Columbia Pictures, was announced last week by Ralph Cohn, vice president and general manager.

Mr. Cohn added that in view of this new development, Screen Gems is not renewing its contract with United Productions of America, which has been producing animated commercials for Screen Gems clients for several years [B•T, Dec. 7].

ZIV Tv Programs Inc. sales executive I. E. Showerman (c) welcomes new salesmen Harry Wheeler (l), whose territory will be Boston, Connecticut and Rhode Island, and Robert White, who is assigned to the St. Louis area.

Ziv Reports Major Renewals

ZIV TELEVISION Programs' *Favorite Story* enters its second year of production, with six major sponsors having renewed the show in 5[illegible] markets, M. J. Rifkin, vice president in charge of sales, announced last week. The program currently is sold in 116 markets.

Mr. Rifkin said the renewals have come from Schaefer, Genesee, Drewerys', Blatz, Gunther and Olympia brewing companies. He added that in some cases the advertisers renewed six months ahead of their first year, equivalent to an 18-month contract.

CROSBY SAYS COLOR EASY FOR ITS VTR

Healey of Bing Crosby Enterprises sees no problem in handling color on the firm's magnetic tape recorder (VTR).

COLOR poses no problem for the Bing Crosby magnetic tape recorder, but there is no immediacy since color tv to any degree is still a couple of years or more away.

This was the opinion of Frank C. Healey, executive director of the electronics division of Bing Crosby Enterprises, upon his return to Hollywood last week after viewing the Princeton, N. J., RCA demonstration of recording tv programs on magnetic tape.

"When the television and motion picture industries are ready for it, we'll be one to two years ahead of their needs," he said. "We are far enough advanced in our experiments in both black-and-white and color to say that not only will we provide television on tape, but we'll have color television on tape.

"Color presents no problem compared to black-and-white. Once a laboratory has a good black-and-white picture, color is easy."

Refusing to reveal what the technical improvements consist of and stressing that future showings to the press are scheduled "when our 'third generation' electronics are in operation—this is a matter of weeks," he repeated his statement of several months ago that the Crosby VTR (Video Tape Recorder) method of magnetic tape recording of color tv "will be ready as soon as manufacturers can provide equipment to tv stations and receivers to the general public."

Describing the RCA demonstration as "very excellent, but different from our system," he asserted "we already know that we needn't apologize for either the efficiency or fidelity of our VTR color pictures." He implied engineers of the electronics division of the Crosby organization have practically solved the problem of reducing the excessive amount of tape currently necessary.

He felt, however, when color tv programs can be produced at a cost comparable to black-and-white tape recording, "there is no question but what color will assume its rightful leadership in the television as well as motion picture studios."

Mr. Healey declared that "tape recording in color will cost little more than any live tv on tape," and added, "Video tape recording promises to be about two-thirds less costly than any other process now used with film or kinescope."

The distortions that existed during the early black-and-white demonstrations of the Crosby VTR have been eliminated technically. The reproduced picture now is clear and sharp, he said.

The Crosby tape operates on 100-inches a second while the RCA system of color at 360-inches per second, Mr. Haley pointed out. Both use a half-inch wide tape. As in the RCA development, pictures under the VTR process can be instantly viewed. The tape under both systems can be "wiped off" and re-used many times.

"Tape speed is most important," he said, pointing out that under the Crosby VTR a half-hour tv show uses 30,000-feet of tape while RCA uses 96,000.

LANDAU, ROSS PARTNERSHIP BUYS PSI-TV

Purchase of tv film distributor outfit is part of program to form a larger company early next year for saturation coverage of PSI-TV and Ely Landau Productions.

PURCHASE of PSI-TV, distributors of tv film products, by a partnership of Ely Landau, president of Ely Landau Productions, and Martin Ross, formerly president of Film Highlights Inc. and Emperor Films Inc., was announced last week.

Under the transaction, Messrs. Landau and Ross, under the name of PSI-TV, with Mr. Landau as president and Mr. Ross as secretary, obtain distribution rights to four 26-episode series of half-hour programs, consisting of *China Smith*, *Schlitz Playhouse of Stars*, *Orient Express*, and *International Playhouse*, 68 feature films, and the *American Sports* library.

Though no purchase price was revealed, it was believed the sum involved was about $600,000. The negotiations were completed by

Mr. Ross

Mr. Landau

Messrs. Ross and Landau, and Bernard Prockter and Leonard Lowenthan, acting for the sellers. It was reported that the Safeway Co., New York, an investment group in the film field, made financing available for the transaction.

The purchase of PSI-TV is believed to be part of a program by Messrs. Ross and Landau to form a larger distribution company early next year for saturation coverage of PSI-TV products and Ely Landau Productions. The latter firm currently produces four 15-minute tv film series, including *The Passerby*, *Bill Corum* series, *Eva Gabor* series and *Man's Heritage*, featuring Raymond Massey.

Mr. Landau told B•T that he also expects to effect an affiliation with a major production company to insure "a continuity in the flow of products." He expressed the opinion that the "most significant stumbling-block in the tv film distribution field is the lack of a continuous flow of tv film products."

In his new affiliation, Mr. Landau will concentrate on procuring new tv film properties and on financing them. Prior to establishing Ely Landau Productions one and one-half years ago, he served for several years as radio-tv director of Emil Mogul Co., advertising agency.

Mr. Ross has been active in the non-theatrical film distribution field for the past 18 years. He will retain his association with Film Highlights and Emperor Films.

Release of Film Series Costing $1.85 Milliom

A SERIES of 52 half-hour television dramas, which cost a total of $1,850,000 to produce, will be released by Television Programs of America, starting on Jan. 1, Michael M. Sillerman, vice president and general manager, announced last week.

Under the title of *Your Star Showcase*, the series will include 45 plays selected by TPA as the best produced for tv and seven new ones which the company will produce in Hollywood under the supervision of Edward Small. Edward Arnold has been signed by TPA to serve as host in the series.

Mr. Sillerman noted that the entire series will be first run in more than 150 tv markets, and a large portion will be first run in the remaining markets. It will be sold on a syndicated basis, he said, and will be supported by an extensive merchandising and exploitation campaign.

The series will include such personalities as Broderick Crawford, Marilyn Maxwell, Alan Young, Diana Lynn, Laraine Day, Jack Carson, Celeste Holm and Dennis Morgan.

INS Reports Tv Sales

INS TELEVISION DEPT. announced last week latest sales in its *Daily Film Service* have been to WFBC-TV Greenville, S. C., and Television Caribe, Havana; *Weekly News Review* to KFEQ-TV St. Joseph, Mo., and KTVA (TV) Anchorage, Alaska; and *This Week in Sports* to KOMO-TV Seattle, WVET-TV Rochester and Television Caribe.

FILM SALES

Pure Oil Co., Chicago, buys *Badge 714*, NBC syndicated film series, in 30 tv markets and *Racket Squad*, ABC syndication series, in 10 markets, each for 52 weeks. Agency: Leo Burnett Co., Chicago. **Brillo Mfg. Co.,** Brooklyn, N. Y., buys *Racket Squad*, on WBKB (TV) Chicago for 52 weeks starting Dec. 7. Agency: J. Walter Thompson Co., N. Y.

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Guild Films Co. announced it had decided to make *Joe Palooka Story* tv film series available for syndication, rather than on network basis. Spokesman said that half-hour series of 26 episodes—12 which have been completed—have been sold to: KLAC-TV Los Angeles, KBTV (TV) Denver, KBID-TV Fresno, KHOL-TV Kearney, Neb., KWFT-TV Wichita Falls and WSJL-TV Harrisonburg, Ill.

Decision to make the series available for syndication was reached at a national sales meeting held in New York Dec. 4-5. Reub Kaufman, Guild president, told company sales representatives that the firm will concentrate on producing its own programs and marketing them to "insure quality and prompt delivery."

PRODUCTION

Charles Michelson Inc. will distribute series of five minute tv *Capsule Mysteries*, starring **Glenn Langan,** starting Jan., 1954.

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Screen Gems Inc., Hollywood, is completing shooting on "Good of His Soul" for NBC-TV *Ford Theatre*, whose cast is headed by **Thomas Mitchell, John Beal** and **Tommy Rettig. James Neilson** is director for producer **Fred Briskin,** Screen Gems' production executive.

FACTS & FIGURES

Radio-Tv News Aid In N. Y. 'Adequate'

Four out of five persons contacted in survey by Alan C. Russell Marketing Research were satisfied with news coverage and service by the media in newspaper strike-bound New York. But two-thirds of these persons qualify their answers.

RADIO and television gave "adequate news coverage and service" during the New York newspaper strike that ended Tuesday in the view of four out of five persons contacted Dec. 8 in a survey by Alan C. Russell Marketing Research (also see story, Page 71).

At the same time nearly two-thirds of these persons qualified their answers by indicating they had not received "all they wanted and perhaps expected," according to Alan C. Russell, president of the firm.

The survey showed specifically that 78%* of radio listeners and 80%* of television viewers believed the media "in the main did an adequate job." The sample was split 45% men and 55% women, inquiring into usual newspaper preferences, reading habits during the strike, major sources of news, and opinions or attitudes toward radio and tv as sources of news. "The results are not held to be a perfect cross-section sample of the city, nor to be representative of the entire population but should throw some light on the public attitude," it was stated.

Going into sources of news during the strike, the survey showed 84% used radio, 66% tv, 32% newspapers and 7% magazines, with 7% mentioning such miscellaneous sources as movies.

Degree of Radio Adequacy

Inquiring into adequacy of radio as a news source, the 78% deeming it adequate were classed as follows: Completely adequate 28%, adequate in most respects 17% and fairly adequate 35%. Major qualifications included "lack of completeness both as to body copy and coverage; lack of features, comics and columns; and certain persons even mentioned that they missed the ads (local)."

Television was classed adequate as a news source as follows: Completely adequate 29%, adequate in most respects 25%, and fairly adequate 28%. Qualifications were about the same as those for radio. Radio stations were classed by the survey as to the best job of providing news as follows: WNEW 17%, WCBS 14%, WQXR 10%, WOR 9%, WABC and WNBC 7% each, and WNYC 4%. As to tv coverage, CBS and NBC led with 35% and 32%, respectively, WABD (TV) and WPIX (TV) each 6%, WOR-TV 4%, WABC-TV 3% and WATV (TV) 1%.

***Editor's Note: Breakdown of these percentages, in succeeding paragraphs, add up to totals slightly in excess of these figures because of rounding of fractional numbers.**

More Listen to Radio's Multi-Weekly Programs

LEADING multi-weekly daytime and evening radio shows are getting larger audiences now than last year, A. C. Nielsen Co. has reported. At the beginning of the 1953 fall season (Oct. 5-11), Arthur Godfrey's daytime program was in 3,088,000 homes; a year ago, when Godfrey was tied with *Our Gal Sunday*, they reached

2,894,000 homes. This fall's evening leader in the multi-weekly class, *One Man's Family*, heard in 2,596,000 homes, compared to the 2,456,000 listening to Lowell Thomas in 1952.

Nor is all listening in non-tv homes, Nielsen data show. Analysis of audience reached by a National Radio Index subscriber the first half of 1952 compared to the like period of 1953 reveals in 1952 this program's average audience was made up of 77% radio-only homes, 23% tv homes, whereas in 1953 the division was 69% radio-only and 31% homes with tv. This means, according to Nielsen, that the advertiser "was now reaching 651,000 tv homes with a radio show," a sizable number of families presumably "lost" to radio.

Benny Tops Nielsen; 'Amos 'n' Andy' Second

NATIONAL Nielsen rating of radio shows for the week of Nov. 1-7 was topped by the *Jack Benny Show*, closely followed by *Amos 'n' Andy*. The NNR:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for all Programs)	(2,104)
1	Jack Benny Show (CBS)	4,789
2	Amos 'n' Andy (CBS)	4,520
3	Lux Radio Theater (CBS)	3,939
4	Bing Crosby Show (CBS)	3,804
5	Dragnet (NBC)	3,536
6	Our Miss Brooks (CBS)	3,401
7	Great Gildersleeve (NBC)	3,401
8	People Are Funny (CBS)	3,357
9	My Little Margie (CBS)	3,267
10	Mr. and Mrs. North (CBS)	3,267
EVENING, MULTI-WEEKLY		
	(Average for all Programs)	(1,253)
1	One Man's Family (NBC)	2,506
2	News of the World (NBC)	2,104
3	Lowell Thomas (CBS)	1,790
WEEKDAY		
1	Arthur Godfrey (Pillsbury) (T & TH) (CBS)	2,641
2	Arthur Godfrey (Nabisco) (CBS)	2,596
3	Romance of Helen Trent (CBS)	2,551
4	Arthur Godfrey (Liggett & Myers) (CBS)	2,506
5	Wendy Warren and the News (CBS)	2,462
6	Arthur Godfrey (Frigidaire) (CBS)	2,417
7	Arthur Godfrey (Pillsbury) (M & W)(CBS)	2,417
8	Arthur Godfrey (Lever) (CBS)	2,417
9	Our Gal, Sunday (CBS)	2,327
10	Arthur Godfrey (Toni) (CBS)	2,327
DAY, SUNDAY		
	(Average for all Programs)	(716)
1	N. Y. Philharmonic Symphony (CBS)	1,522
2	Greatest Story Ever Told (ABC)	1,164
3	Hour of Decision (ABC)	1,119
DAY, SATURDAY		
	(Average for all Programs)	(1,387)
1	Stars Over Hollywood (CBS)	2,462
2	Fun for All (CBS)	2,417
3	Theater of Today (CBS)	2,283

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Foreign-Language Survey

SURVEY of radio stations engaged in foreign-language broadcasting is being undertaken by the Common Council for American Unity to bring its listings of such stations up to date. The Council suggests that any stations in the foreign-language field, which may not have access to its new questionnaire, make contact with Roger O. Hirson, editorial assistant for the Council, 20 West 40th St., New York 18. The Council, which is a non-profit organization, has for many years maintained a comprehensive listing of foreign-language broadcasts and stations presenting them.

Cathode Tube Sales Up

SALES of cathode ray tubes by manufacturers increased from 875,712 to 948,593 units from September to October, according to Radio-Electronics-Tv Mfrs. Assn. The 10-month total increased from 4,954,031 in 1952 to 8,501,455 this year. Sales of receiving type tubes for the 10-month period increased from 287,569,947 in 1952 to 382,080,558 in 1953, according to RETMA.

SWEENEY TO BE BAB EXECUTIVE V.P.; HARDESTY QUITS LOCAL PROMOTION JOB

Appointment of Kevin Sweeney to the interim directorship points up speculation he may be the one to succeed resigning President Bill Ryan. John Hardesty will leave Dec. 31 to join Westinghouse as eastern sales manager.

KEVIN B. SWEENEY, BAB vice president, last week was named executive vice president in charge of operations [CLOSED CIRCUIT, Dec. 7], effective the first of the year.

In a separate move John F. Hardesty, BAB director of local promotion, said that he is resigning as of Dec. 31 to take an executive sales post with a leading broadcasting company. He joins Westinghouse Radio Stations Inc., on Jan. 4 as eastern sales manager, reporting to Eldon Campbell, general sales manager.

BAB Board Chairman Charles C. Caley, WMBD Peoria, asserting that President William B. Ryan had asked to be relieved of his duties ahead of the Feb. 1 effective date of his resignation [B•T, Nov. 23], announced Mr. Sweeney's new appointment while the search for a new president continued.

Robert D. Swezey, WDSU New Orleans, chairman of the committee to nominate a successor to Mr. Ryan as permanent president, said his group "is exploring every possibility thoroughly and will proceed slowly in recommending a successor for Mr. Ryan. We will meet again early in January in New York to resume our deliberations."

Though it was thus indicated that the field of potential presidents is still wide open, the

Mr. Hardesty

Mr. Sweeney

appointment of Mr. Sweeney as executive vice president in the interim period lent additional fuel to speculation, already current, that he may be chosen to succeed Mr. Ryan. He had indicated previously that he would leave the bureau 90 days after a new president is named.

The announcements by Messrs. Caley and Swezey came Tuesday after the first meeting of the presidential nominating committee.

Mr. Caley said Mr. Ryan, who originally asked to be relieved of his duties as of Feb. 1, had now requested that he be relieved earlier "so that the new BAB management will be able to expedite plans for the forthcoming fiscal year." Unofficially it was learned that Mr. Ryan's resignation will be effective Jan. 1.

Mr. Ryan's presidential contract, under which his salary for this year was said to be $50,000, originally was to run to Feb. 1, 1955. BAB's fiscal year extends from April 1 to April 1. It was understood that Mr. Ryan would be paid in full for the period of his contract.

The nominating committee is composed of Mr. Swezey as chairman and Joseph E. Baudino, Westinghouse Radio Stations; William H. Fineshriber Jr., NBC; Adrian Murphy, CBS Radio, and Allen M. Woodall, WDAK Columbus, Ga. All committeemen were on hand for Tuesday's meeting.

Mr. Ryan has not announced future plans.

Mr. Hardesty, resigning as local promotion director, has been with BAB for more than two years, during which time he has traveled more than 200,000 miles, participating in broadcaster and retailer clinics in nearly every state.

He is a native of Washington, D. C., and joined BAB in November 1951 after serving as NARTB director of station relations. He entered radio in 1939 with WTOP (then WJSV) Washington, and, after wartime naval service, was account executive and then director of sales promotion and publicity for WOL Washington from 1946 to 1948, when he moved to WOIC (TV) Washington, now WTOP-TV, as director of special events and public relations. He moved to NARTB in July 1950.

During World War II Mr. Hardesty served 20 months in naval intelligence on assignment to the office of censorship and 18 months with a task force in the European theatre.

March of Dimes Unit Adds Radio-Tv People

ADDITION of 21 persons to the radio, television and motion picture department of the National Foundation for Infantile Paralysis was announced last week by Howard J. London, director of the department, for the 1954 March of Dimes national campaign.

New personnel, adding 18 to the staff in the New York headquarters, two in Hollywood and one in Chicago, will be assigned to the department's regular staff supervised by Mr. London. The regular staff consists of Charles C. Bennett, script editor; Joe L. Cramer, motion picture supervisor, a director at Republic Pictures before joining the department two years ago; and Ed Franck, radio and television supervisor, with Young & Rubicam before moving to the Foundation a year ago.

Also Named

Assigned to New York are Frank Young, former director of the NBC Press Department, to handle publicity; Frederick A. Carr, freelance television director, to assist in tv production; Pennell C. Kirkbride, documentary film writer, to write motion picture scripts; and a group of contact workers including Keith P. Brown, television producer; Jesse Butcher, radio and tv producer; Corrine Schwab, a fashion coordinator, and Saunder J. Thomas, formerly a radio and television network producer.

Reporting to Mr. Bennett in New York will be writers, Hu Flory, copywriter, formerly with Brooks, Smith, French & Dorrance; Michigan Kroll, freelance; Gene Juhne, radio-tv writer, formerly with J. Walter Thompson; Georgia Lee Laytin, who wrote *Break the Bank* programs; Marshall Nead, freelance magazine and radio writer; Hyde Partnow, formerly copy director, radio and television department, Television Advertising Assoc. and Shirley Tucker, who was advertising manager of De Pinna.

In Hollywood, John Swallow, former West Coast program manager for NBC, will supervise national radio and tv production, and Jan Lait, national radio-tv publicity on the West Coast.

National radio and television activities in Chicago will be supervised by Jack Fisher of M. M. Fisher Assoc. in that city.

Politz Radio Study Lauded by Fellows

THE POLITZ study on radio's importance in television areas (see feature article page 97) is the most significant effort yet made to isolate "the multiple attention factor" in aural broadcasting for the benefit of advertisers, NARTB President Harold E. Fellows said Friday in an address to the Detroit Adcraft Club.

"We have been saying, too, that radio is close to the people in the sense that it has become an essential part of American living," Mr. Fellows continued. "It is essential in the sense that most people would feel they could no more get along without radio than they could get along without refrigerators and motor cars and other modern conveniences which have taken on the character of necessities."

The outstanding finding of the report "is the demonstrable fact that radio and the American people remain inseparable companions," he said, citing study results showing radio audiences are constantly shifting throughout the day as well as accumulating.

He pointed out two major considerations against which the report's findings should be measured: (1) it is a study of individual people, not of homes, with emphasis on the motives and attitudes of individuals; (2) the study sought to describe radio, not to compare it with other media.

FCC Form Requirements Less, Md.-D. C. Broadcasters Told

COLLECTION of less essential information from broadcasters has been reduced, with FCC forms cut from 18 forms, 379 pages to eight forms, 52 pages, David E. Cohn, assistant to the director of the Budget Bureau, told the Maryland-D. C. Radio & Television Broadcasters Assn. at a meeting held Friday in Washington, D. C.

Recalling that the broadcasting industry grew largely because of the availability of economic information in the "lush days," Mr. Cohn said the government is now in an economic program "where no dollars are too few to save." These savings, he added, must be in fringe expenditures.

New Fee Charges

Interest is high in the new FCC fees to be charged under a Budget Bureau circular carrying out an Executive Order, he said [B•T, Nov. 16]. The fees will reach the rule-making stage around the first of the year, he predicted, and be ready for publication around Feb. 1. FCC has been in consultation with the bureau on the fees to be charged, according to Mr. Cohn.

Temple W. Seay, of the Washington law firm of Dow, Lohnes & Albertson, reviewed effect of the Internal Revenue Bureau order covering excess profits taxes on radio-tv operations [B•T, Dec. 7].

Charles J. Truitt, WBOC Salisbury, Md., association president, opened the sessions Friday morning. Richard P. Doherty, NARTB labor vice president, reviewed developments in the labor field and discussed management problems relating to personnel functions.

Holiday Is Family Day

CHRISTMAS and New Year's Day, when many newspapers do not publish, are good days for department stores to use complete saturation schedules on radio, according to the latest issue of Department Store Radio Studies, which advises station salesmen:

"You should point out that these two days are heavy family listening days, with the whole family at home . . . That Saturdays following are family shopping days, when the whole family can shop together . . . That many Christmas presents will be in cash and that they can get a crack at this cash by advertising when the cash is still around."

Radio's ability to act fast is also something that can be sold to stores, DSRS points out. It cites a case of a recent price cut on a major line of tv sets. All retailers were notified at the same time. Most prepared newspaper ads for the following day. One store called a radio station, bought 20 spots for immediate broadcast (at a cost of $100) and sold more than $3,000 worth of sets before the end of the day.

Country Music Disc M.C.'s Band Into Association

FORMATION of The Country Music Disc Jockey Assn. has been announced by Nelson King, WCKY Cincinnati, who was elected president at the organizational meeting last month in Nashville.

Idea of such an association was sparked at that time when disc jockeys from all over the country were in Nashville during the 28th anniversary celebration of WSM's *Grand Old Opry* [B•T, Nov. 23].

Mr. King emphasized that the more than hundred disc jockeys who registered for CMDJA at the initial meeting decided that the organization's purpose would be to further public acceptance of country music by betterment of country music disc jockey programs. Exchange of program ideas and assistance to record firms in disc jockey dealings will be two means of attaining this objective, Mr. King said, while pointing out that CMDJA will not seek to promote any particular disc jockey, record, song or publishing house.

In addition to Mr. King, others elected were:

Earl Davis, WFHG Bristol, Va., vice president; Tommy Sutton, WING Dayton, Ohio, secretary, and Dal Stallard, KCMO Kansas City, treasurer.

Board of directors: Cracker Jim Brooker, WMIE Miami; Eddie Hill, WSM Nashville; Casey Strong, KOSY Texarkana, Ark.; Tom Jackson, WKAB Mobile, Ala.; Hardrock Gunter, WJLD Birmingham; John Banks, KRDU Dinuba, Calif.; Lute Williamson, WREB Holyoke, Mass., and Smokey Smith, KRNT Des Moines. Mr. Brooker was named board chairman.

* * *

FIRST officers of the new Country Music Disc Jockey Assn. are (l to r) Nelson King, WCKY Cincinnati, president; Earl (Grandpappy) Davis, WFHG Bristol, Va., vice president; Tommy Sutton, WING Dayton, Ohio, secretary, and Dal Stallard, KCMO Kansas City, treasurer. CMDJA was formed during the National Disc Jockey Festival at Nashville, held in conjunction with the 28th anniversary celebration of WSM's *Grand Ole Opry*. The Nashville station plans to make the festival an annual event.

Component Conference Set

FIFTH annual government-industry conference to speed improvement in quality of electronic components will be held next May 4-6 in Washington, D. C., according to Radio-Electronics-Tv Mfrs. Assn. RETMA sponsors the conference in cooperation with American Institute of Engineers, Institute of Radio Engineers and West Coast Electronics Mfrs. Assn. The Dept. of Defense and National Bureau of Standards will participate.

M. Barry Carlton of the Dept. of Defense and A. W. Rogers of the Signal Corps, will direct the programs. Mr. Rogers is introducing a new concept into the electronic symposium field by emphasizing quality and reliability of components in electronic systems as distinguished from the former emphasis placed on individual components.

Meyer Heads Maine Group

HAROLD H. MEYER, WPOR Portland, Me., president and general manager, has been elected president of the Maine Radio & Tv Broadcasters Assn., succeeding Carleton Brown, owner-manager of WTVL Waterville, Me. Other officers are Harold Glidden, WAGM Presque Isle, vice president, and Francis H. Farnham Jr., WGAN Portland, secretary-treasurer.

Daytimers Form in Ark.

TWELVE daytime only stations in Arkansas have organized the Arkansas Daytime Broadcasters Assn. Officers are: Ted Woods, KOSE Osceola, president; Adrean White, KPOC Pocahontas, vice president; Bill Begley, KVMA Magnolia, secretary-treasurer.

BIG TEN MAKES ITS MOVE IN BID TO ALTER NCAA FOOTBALL TV POLICY

Western Conference athletic directors stand solidly behind plan for regional control of football telecasts. It's virtually certain their recommendations will go before NCAA's January meet.

THE BIG TEN, a giant in collegiate athletic circles, last Thursday came to grips with football tv problems and flexed its muscles for a mighty effort to break—or at least relax—NCAA's two-year stranglehold on national television policy governing the gridiron sport [CLOSED CIRCUIT, Dec. 7].

Athletic directors of the Western Conference voted unanimously in favor of the Big Ten tv committee's recommendations for regional control of football telecasts. The proposals late Thursday were virtually assured of being accepted en toto by faculty representatives of the conference who were yet to meet with the directors.

Action Came at Meeting

A news conference was scheduled for Friday [See AT DEADLINE] at which time further details were to be made available. The tv action came during a four-day meeting of directors at Chicago's La Salle Hotel, ending Saturday.

The recommendations represent the unified stand of the Big Ten and will be submitted on its behalf at NCAA's annual convention in Cincinnati next month. As for 1954, the Western Conference will attempt to seek regional control over football videocasts—despite, or perhaps as part of, any NCAA action taken. It offered such a resolution at NCAA's 1953 convention in Washington, D. C.

The Big Ten is counting on public sentiment, threat of anti-trust action and other factors to cause the NCAA to reverse or ease its policy of restricting collegiate football tv fare and limiting regional telecasts without express permission. But it realizes the task will not be easy—at least for 1954.

Details of the Western Conference tv committee's outline for regional controls were not announced, but it was known that the Big Ten is thinking along lines of (1) more tv revenue to its own universities by permitting advertisers to purchase rights for sectional games and (2) lower costs to these advertisers.

In addition to the Western Conference, many smaller football leagues and NCAA members are opposed to NCAA's controlled tv plan [B•T, Nov. 30, 23].

But the Big Ten is not tipping its hand in public on its course of action at the NCAA convention.

Bill Reed, publicity director and assistant athletic commissioner of the Big Ten, told B•T merely that his conference seeks a policy which would be more "in the public interest" and reflect interest in sectional games.

Before the Big Ten took that action, Ted Payseur, member of the Western Conference television committee and athletics director at Northwestern U., had stated:

"It may be that national control of college football television will not terminate at the coming NCAA convention. . . . The present NCAA policy of control has not been satisfactory. I believe that many of the large universities—which provide the games televised—prefer regional control."

Athletic directors of the Western Conference reportedly discussed public criticism over lack of national interest in certain televised games on the 1953 NCAA tv schedule, acknowledging that sectional interest was something else again. NBC-TV's so-called "Panorama" offerings Oct. 24 and Nov. 7 were branded as a failure.

It also was pointed out that Purdue was the only Big Ten team which did not appear on the 1953 NCAA schedule. Each of five universities —Northwestern, Wisconsin, Illinois, Indiana and Iowa—received about $25,000 from the "Panorama" coverage, it was revealed. Additionally, participants in single games drew an estimated $110,000.

The fact was brought out that NCAA paid participating universities about 21 cents on the dollar after costs of a survey of television on football and administration were deducted.

Athletic directors were apprised that the 1953 season opened with about 87 stations participating in the NCAA-NBC-TV—General Motors program, compared to 67 originally signed for the 1952 NCAA schedule.

In addition to Mr. Payseur, members of the Western Conference television committee are Dick Larkins, Ohio State; Fritz Crisler, Michigan; Doug Mills and Charles Flynn, Illinois, and Kenneth (Tug) Wilson, conference commissioner. Mr. Crisler also represents the fourth district on NCAA's tv committee.

NARTB's Day in Court

NARTB will present the industry's viewpoint on the college football television schedule, limited in most cases to one game per Saturday, at the National Collegiate Athletic Assn. conference of coaches and athletic directors to be held Jan. 5 at the Netherlands Plaza Hotel, Cincinnati.

The plan to invite NARTB spokesmen was suggested by Dick Larkins, athletic director of Ohio State U. At NARTB it was stated the association understands it will appear 3-5 p. m. to state its case. Harold E. Fellows, NARTB president, will present a 20-minute summary of the industry viewpoint. The meeting will then turn into a panel session. Answering questions will be George J. Higgins, KMBC Kansas City, chairman of the NARTB Sports Committee; Robert K. Richards, NARTB administrative vice president, and Thad H. Brown, vice president and counsel.

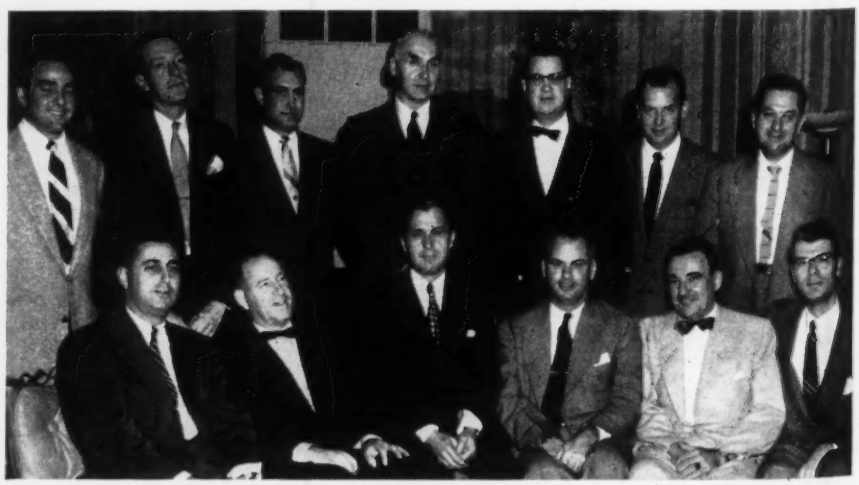
DuMont Cites Attendance

DUMONT Television Network last week followed up an earlier report on the effects of television on attendance at professional football games [B•T, Nov. 23] by circulating latest National Football League data pointing out that in the first 60 contests of the regular pro football schedule this fall, attendance was up 172,000 over that for the same number of games last year. Officials reported that the all-time league record was set in 1952 with 2,149,632 but predicted this figure would be surpassed this year. Fifty games of the regular league schedule are being carried over DuMont this season and distributed on more than 100 tv stations.

Pacific Coast Schools Win Latitude in Grid Tv

THE NINE Pacific Coast Conference member schools were given permission Wednesday at the PCC's annual meeting in San Francisco to offer any games to television within rules of the National Collegiate Athletic Assn. This power is in addition to the NCAA-sanctioned "game of the week."

Previously, Conference approval had been required before West Coast schools could apply to NCAA for right to telecast home games. NCAA will adopt its rules at the spring meeting. The Sportsvision Inc. yearly contract to film PCC sports events for tv release has been renewed.



MEMBERS of Radio-Television-Advertising Executives Club of New England gather around FCC Comr. John C. Doerfer (seated, 3d from l), guest speaker at the group's meeting last month [B•T, Nov. 23]. L to r, seated, Harvey J. Struthers, WEEI Boston; C. Herbert Masse, WBZ-TV Boston, RTAEC president; Comr. Doerfer; Paul Provandie, Hoag & Provandie Adv., RTAEC first vice president; Paul Mills, WBZ; W. C. Swartley, WBZ-TV; standing, Roy V. Whisnand, WCOP Boston; Arthur Haley, WORL Boston; George Berkins, WHDH Boston; Lambert Beeuwkes, WVDA Boston; Benjamin Bartzoff, WVOM Brookline, RTAEC second vice president; George Steffy, WNAC-AM-TV Boston; George Kaplan, WMEX Boston.

RUMBLINGS HEARD IN MANY QUARTERS ON BASEBALL BROADCAST LIMITATIONS

Sen. Johnson and other minor league executives drive for limits on radio-tv broadcasts of baseball games. Major league moguls meeting in New York appear not so eager. Meanwhile, the Senator meets with Justice Dept. in Washington.

THERE seemed to be a lot going on last week about baseball coverage rights but the broadcaster would have found it difficult to put his finger on who was throwing the next pitch and from where.

Any "next" move could be coming from Sen. Edwin C. Johnson (D-Colo.) who once again has been thrust in the limelight in the minor leagues' effort to limit radio and tv rights. Or, action could be jelling at the Justice Dept. or conceivably among the club owners themselves.

In sequence these were the developments in three different cities last week:

• ATLANTA: The minor leagues went along with Sen. Johnson who is president of the Western League, a minor circuit, by adopting a resolution asking for a ban of major league baseball radio-tv commercial broadcasts in minor league cities while a local club is at home or away [B•T, Dec. 7].

• WASHINGTON: Sen. Johnson met with Assistant Attorney General Stanley N. Barnes and other Justice Dept. officials of the anti-trust division, presumably on the limiting of major league game broadcasts. The Senator and Justice officials kept mum about the conference.

• NEW YORK: Major league owners in their meetings failed to take up the Johnson-minor leagues resolution. The resolution was tossed to a committee for study.

Consensus of those close to the situation was that the baseball picture is being studied now in relation to the court decision on pro football broadcasts [B•T, Nov. 16].

Grim's Decision

That decision, issued by Judge Allan K. Grim of U. S. District Court at Philadelphia, held a home team playing away from home may not forbid telecasts of other league games into its territory—whether or not its own game is being brought to the home area; ruled illegal Article X's (of National Football League rules) provisions on radio noting that broadcasts of a football game may be brought into an area whether or not the home team is playing there and ruled illegal certain authority given the Commissioner of NFL to pass on the sale of television or radio rights.

Earlier, the U. S. Supreme Court had ruled organized baseball a sport and therefore not liable to prosecution under the anti-trust laws.

Sen. Johnson, chairman of the minors' radio-tv committee, unveiled his plan to the Atlanta meeting of minor league executives. The proposal would restore restrictions on radio-tv removed in 1951 at the suggestion of the Dept. of Justice.

His suggestions rekindled provisions of his bill (S 1396), as amended, which failed passage in the Senate last year. It would allow broadcasts at any time without consent if on a sustaining basis and would not place restrictions on any broadcasts by the majors by stations in major league cities. But, like the Atlanta plan, the bill would in effect permit baseball to restore restrictions (rule [1d]) now in abeyance.

After the Justice Dept. meeting last Tuesday, Sen. Johnson, questioned by B•T, said that nothing of importance was discussed. He added that there was "very little news value" attached to the conference.

Sen. Johnson at the close of the last Congressional session had indicated he would either submit a new bill dealing with baseball broadcasts or revise his pending legislation when Congress convenes in 1954. But that was before the courts announced their decisions in the football case and on the sports nature of baseball.

During the discussions of baseball broadcasts, it has been pointed up that the pension fund in baseball is based mainly on radio-tv income.

The question of who "owns" the income from the sale of World Series radio and television rights—whether the money belongs to the major league baseball players or to the club owners—highlighted much of last week's joint meeting of American and National league owners in New York.

There was unofficial speculation that the tv rights, which now amount to $1 million a year under a contract (with NBC-TV and Gillette) which expires after the 1956 series, might thereafter be worth as much as $3 million a year.

RTES Party Prizes

A NEW CAR, a black fox stole and three tv sets are among the top prizes to be awarded at the annual Christmas party of Radio & Television Executives Society, to be held Wednesday noon at New York's Hotel Roosevelt. Proceeds of the event will be turned over to the RTES welfare fund. Top entertainment is promised at the luncheon by Nat Abramson, head of the WOR New York Artists Bureau, who is program chairman of the event.

Farm Radio Round-Table

ROUND-TABLE discussion on "Farm Radio Policies and Techniques in the U. S." was held in New York last Thursday for 20 visiting foreign radio farm directors as part of a program arranged by the U. S. Dept. of Agriculture, land grant colleges and the National Assn. of Farm Radio directors.

Phil Alampi, farm news reporter of WABC New York, served as chairman of the meeting, and spoke on the work of the RFD in both radio and television. Other speakers were Ed Slusarczyk, WIBX Utica, N. Y.; Bill Givens, KYW Philadelphia; and Frank Atwood, WTIC Hartford, Conn.

Multiplexing Discussion Set

POTENTIAL applications and techniques of fm broadcast multiplexing will be discussed at the Dec. 17 meeting of the Washington Section of the Institute of Radio Engineers in the National Academy of Sciences by William S. Halstead, president, Multiplex Development Corp., and Murray G. Crosby, president, Crosby Labs. Inc. Both companies recently completed a series of multiplex tests for the U. S. Navy on WTOP-FM Washington [B•T, Oct. 19].

MAL HANSEN (l), WOW Omaha, past president of the National Assn. of Television & Radio Farm Directors, passes the gavel to Jack Jackson, KCMO Kansas City, newly-elected president of the association at closing banquet program of the 1953 NATRFD in Chicago [B•T, Dec. 7].

NARTB ORDERS TV CODE MONITORING

Staff monitors and 'self-examination' by stations and networks to be used to investigate findings of 'too much commercialism.'

POLICING of telecasts to detect program and advertising abuses of NARTB's television code was ordered Thursday by the Television Code Review Board after a special two-day Washington meeting, called to study findings of a trial-run monitoring effort.

The check on network and local tv programs and commercials will take two forms—special observations by staff monitors and "self-examination" by stations and networks.

Code board action was based, according to Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich., on monitoring findings that "there is too much commercialism."

While the code group's action was described in guarded terms, Mr. Fetzer made this negative but pointed observation on the danger of violating code provisions; "Insensitivity on the part of broadcasters to the charges of public reaction obviously will not contribute to the industry's welfare and progress."

As to the "too much commercialism" finding, Mr. Fetzer said these abuses covered advertising messages that "in too many instances are exceeding the [code's] maximum lengths."

Showing increasing awareness of the dangers involved in any widespread failure to follow the code, the board discussed but did not make public its views on penalties for violators. As far as can be learned no station has lost its right to subscribe to the code and display the code's seal nor has any such recommendation been made to the top NARTB Television Board which has final enforcement powers.

The code board's test-run monitoring activity has been conducted by Edward H. Bronson, NARTB director of television code affairs, and staff personnel. It has not been "conclusive on a nationwide basis," according to Mr. Fetzer.

Discussing Mr. Bronson's report to the code group, Mr. Fetzer said:

"We find that the majority of the sub-

scribers to the code are abiding by the standards which they have adopted. This is particularly true in the area of general programming. There is every evidence that a sincere effort is being made to program the medium in conformance with the general provisions governing good taste prescribed in the code. Our survey was restricted to code subscribers, who have indicated that they will make a special effort to control their operations according to tenets to which they themselves have voluntarily subscribed.

"The main task we face as television broadcasters at the network and local level is to clean up bad commercials and restore length of copy to the sensible limits contained in the code. Anything that will encourage such activity will hasten the maturing progress through which television, a new industry, is going."

Mr. Fetzer said the board will take four steps:

1—Send management of all stations and networks thus far monitored a full report on findings.

2—Broaden the monitoring operation to other areas on a nationwide basis.

3—Give all code subscribers "monitoring logs" of the type used by the staff monitors, recommending they monitor themselves.

The monitoring logs contain blanks for station, program, on the air time, six blanks for elapsed time of commercials in a program, three blanks for the time backdrop advertising is in view of audience, descriptive matter on visual advertising and time it is in view of audience, and product mentions other than in straight commercial, with description and number.

The code board approved a number of changes in code provisions covering office tenure and other routine matters. Thus far only one change has been made in the code itself—a minor change affecting treatment of animals.

Proposed code changes must go to the full Television Board, which meets in January.

Code board members attending last week's meeting, besides Chairman Fetzer, were Vice Chairman J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee; E. K. Jett, WMAR-TV Baltimore.

Idaho Broadcasters Elect Hurt; Attendance High

EDWARD P. HURT, general manager of KFXD Nampa, was elected president of Idaho Broadcasters Assn. at a meeting held Monday in Twin Falls. Attendance set an all-time high of 84 despite icy highways, well ahead of the two previous meetings since the association was organized.

A shadow was cast over the meeting when word was received that Lee W. Jacobs, KBKR Baker, Ore., NARTB small-stations board member, had died from injuries received in an auto accident while en route to the IBA meeting (see story page 70).

Other officers elected were Donald A. Thomas, KRLC Lewiston, vice president, and Florence M. Gardner, KTFI Twin Falls, re-elected secretary-treasurer. Directors elected were Norman E. Bauer, KSPT Sandpoint; Clair B. Hull, KCID Caldwell; Frank C. McIntyre, KLIX Twin Falls; Merrill L. Skinner, KRXK Rexburg. Henry H. Fletcher, KSEI Pocatello, retiring president, continues as a director.

WILLIAM J. BEATON (seated, c), general manager, KWKW Pasadena, and new president of the California State Radio & Television Broadcasters Assn., is flanked by newly named Vice Presidents Richard T. Sampson (l), general manager KPRO Riverside, and George Greaves, general manager, KNBC San Francisco. Standing are (l to r) CSRTBA directors Arthur Westlund, KRE Berkeley; Les Hacker, KVEC-AM-TV San Luis Obispo, and Charles B. Grant, KDON Santa Cruz.

NBC GROUP BRIEFS RTES ON COLOR TV

Workshop session is told something of how color costs will be determined, coming colorcasts, color experiments with products and lighting and films, by NBC group headed by Barry Wood.

COLOR television is a "challenge and an achievement at the same time, and who could ask for anything more," Barry Wood, NBC executive producer and color coordinator, said Thursday evening at a workshop session of Radio & Television Executives Society, held in an ABC studio in New York.

Mr. Wood and associates at NBC—Dick Day and Norman Grant, color consultants; Dick Ward, director; Rod Davis, technical supervisor; Stan Parlan, color film consultant—described problems arising from adding color to video pictures and their progress in solving them to about 100 RTES members and guests.

During the first introductory year after FCC approval of the RCA system of compatible color tv, NBC plans to colorcast every tv network program to find proper color treatment for each show, Mr. Wood said, with NBC itself paying all costs above normal telecasting expenses. During that year NBC expects to learn about color techniques, he said, and will pass along findings to advertisers and their agencies.

No one can say today what color will cost, Mr. Wood stated. He said cost charts are being kept on all color productions. After six months or so and certainly by the end of the year, NBC will know how much color will add to tv production costs, he said.

Following this fall's experimental colorcasts of "Carmen," *Show of Shows, Comedy Hour* and other programs, NBC is planning to telecast "Amahl and the Night Visitors" in color at Christmastime and to cover the New Year's Day Tournament of Roses parade in color as well, both contingent on special permission from the FCC, Mr. Wood reported.

Working with agencies, NBC already has experimented with colorcasts of more than 100 products—"foods, fabrics, soups, sedans" —Mr. Wood said. NBC technicians are working with ink, fabric, package and makeup companies to develop formulas for obtaining the proper pictures through the camera.

Asked about the possibility of an advertiser using color commercials on a black-and-white program to save color production costs for the whole show, Mr. Wood said that this would be a top policy decision.

Lighting is responsible for about 60% of all color effects, according to the NBC experts, who said three to four times as much light is used for color as for black-and-white.

In films, the electronic reproducers can deliver the full color range of the film, Mr. Parlan stated, but if the original film is lacking in lighting, contrast or color harmony, the telecasting process will not improve it as its job is to reproduce accurately the original image. He said chief requirement of a good color film are: Flat lighting, plenty of closeups and few sustained long shots, complementary colors, and positive separation between foregrounds and backgrounds.

54 Tv Outlets Back Move To Organize Program Heads

MOVE to form a National Assn. of Television Program Managers has drawn support from 54 tv stations in 29 states, according to Vic Campbell, program manager of WBAL-TV Baltimore and program director for the Hearst Corp.'s radio-tv division.

An organizational structure will be set up, he said, after results are available from a survey of interested stations. Mr. Campbell, author of the idea, said the association would provide the springboard for national strengthening of tv programming, benefitting stations, the industry as a whole in public affairs and educational and entertainment programming.

WPTZ

now reaches 150%

more people than attended all the Army-Navy games in history

Picture the millions who've crowded to see Army vs. Navy since 1890, and you'll have a partial idea of WPTZ's *everyday* television coverage!

Peak-powered at 100,000 watts, WPTZ now gives full coverage of 6,390,000 people in an area of over 15,000 square miles.

In fact, WPTZ delivers a stronger, clearer signal to more people over a wider area than any other television station in Pennsylvania!

WESTINGHOUSE RADIO STATIONS Inc
WBZ · WBZA · KYW · KDKA · WOWO · KEX · WBZ-TV · WPTZ

National Representatives: Free and Peters, except for TV;
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WPTZ CHANNEL **3** | *Philadelphia's First TV Station*

MEDIA MERGER BEARS ON TV CASE—FCC

Commission rules printing-business agreement between two newspapers is relevant to Shreveport vhf ch. 3 case in action upon KTBS petition for subpoena to require Times-owned KWKH to produce merger pact.

MERGER agreement between two local daily newspapers for publication of both by a single firm is relevant to mass media considerations in a comparative television case, FCC has ruled in the Shreveport, La., vhf ch. 3 hearing. Contest involves KTBS and *Times*-owned KWKH there.

According to the text of a Dec. 4 ruling issued last week, FCC reversed a hearing examiner's decision and approved KTBS' request for a subpoena to require KWKH to produce a "merger" agreement between the Shreveport *Times* and *Journal*. KTBS contended the testimony of William H. Bronson, KWKH president, was insufficient respecting the agreement and asked that the pact itself be submitted.

KTBS contended the agreement is relevant, FCC said, "because the two publishing companies publish the only major newspapers in Shreveport and because Times Pub. Co. Ltd. will be business agent for both newspapers and control [KWKH] as well. Facts are desired as to the effect of the merger upon competition and upon the public and advertisers and the possible consequent increase in the degree of control over media exercised by *Times*."

Cites 'Picayune' Case

The examiner had refused to issue a subpoena for the agreement, citing the Supreme Court's ruling in the New Orleans *Times-Picayune* case that joint publication did not violate the antitrust laws. FCC's reversal decision, however, said Shreveport is a different city and the facts could not be assumed to be the same.

"In any event," FCC said, "the law is clear that the Commission is not barred in its licensing procedures from considering the question of the effects of control of mass communication media merely because the activities relevant to this control have not been or could not be adjudged in violation of the antitrust laws. . . . It is equally well settled by Commission decisions too numerous to mention that control of the media of mass communication is a material factor of comparison between competing applicants for broadcast radio and television facilities."

FCC refused KTBS' request that the studio proposal by KWKH be put in issue because the parties stipulated at the start of the hearing not to do so. The Commission noted it initially had found the studio proposals of both to be satisfactory.

In two other television cases, FCC approved petitions for enlargement of the issues to determine whether the funds available to the applicants "will give reasonable assurance that the proposals set forth in the application will be effectuated." The Commission approved this request by Superior Television Inc. in the vhf ch. 10 case at Corpus Christi, Tex., which also includes KEYS and KSIX there, and the petition of Sangamon Valley Television Corp. in the vhf ch. 2 case at Springfield, Ill., which also involves Capitol City Television Co. and WMAY-TV Inc.

Petitions Denied

FCC turned down a petition by Woodward Broadcasting Co. for review of an examiner's decision refusing amendment of its application in the Detroit uhf ch. 50 hearing with Booth's WJLB there. The Commission also denied petitions by Brush-Moore Newspapers Inc. for review and reversal of certain examiner's rulings in the uhf ch. 29 case at Canton, Ohio, also involving Tri-Cities Telecasting Inc. and WCMW Canton.

In the vhf ch. 8 case at Des Moines, FCC denied a petition by Cowles' KRNT to enlarge the issues concerning availability of funds to competitor KSO. FCC was satisfied the funds are available to KSO despite the death of former sole owner Kingsley Murphy in March 1953.

WTRI (TV) Move Contested

WROW-TV Albany, N. Y., has objected to the application of WTRI (TV) Schenectady, N. Y., to move its main studio location to Menands, N. Y.

WROW-TV, uhf ch. 41 permittee, protested that if uhf ch. 35 WTRI were permitted to locate its main studio in Menands, adjacent to Albany, it would in effect become an Albany station. WROW-TV contends that this added competition in the Albany market "may well impair its ability to survive" and that "the public interest in the area will suffer."

FCC Staff Puts Finishing Touches to Color Order

FCC's staff worked last week at polishing up its final report and order on compatible color tv standards, but was unable to meet with the Commission due to the latter's heavy schedule of other work.

Paper work is virtually concluded on a final draft of the 20-odd page report, which will also contain two appendices that together run half again as many pages, it is understood.

When submitted again to the FCC at the next session on color (possibly this week), the report and order will be in final form and, it is believed, will be ready for adoption. The order will become effective 30 days after publication in the *Federal Register*.

Among the subjects in which particular care is being taken in the final version of the report, it is understood, are cost and complexity of station and receiving apparatus, suspectibility to co-channel and adjacent-channel interference, quality of color fidelity and picture resolution, and the compatibility and "reverse" compatibility features of the NTSC system. Also taken cognizance of, according to best information, are some patent questions which, it is understood, were not considered too serious.

Examiner Proposes Ch. 8 Grant to WISH

INITIAL decision proposing to grant vhf ch. 8 in Indianapolis to WISH there was issued last week by FCC Hearing Examiner Annie Neal Huntting.

The proposal came after competing applicant Crosley Broadcasting Corp. (WLW, WLWT [TV] Cincinnati; WLWC [TV] Columbus; WLWD [TV] Dayton, and WLWA [TV] Atlanta) dropped out of the contest, leaving WISH unopposed. Crosley then immediately filed a new bid specifying ch. 13 instead.

The three competitors for vhf ch. 13 at Indianapolis, WIRE, WIBC and Mid-West Television Corp., have protested the Crosley channel change, asking FCC to disqualify the new bid for ch. 13 [B•T, Dec. 7].

The joint petition by WIRE and WIBC contended Crosley's ch. 8 dismissal petition did not disclose its intention to file for ch. 13 and "such failure to disclose . . . rendered the reason given by it as misleading."

They argued further, "Considering the period of time during which Crosley's application for ch. 8 was pending and the fact that the ch. 13 application, also long pending, are expected to be designated for hearing shortly, it appears inconceivable to [WIRE and WIBC] that the motions Commissioner would have granted the dismissal without prejudice had he known all the reasons upon which the Crosley request was based."

A motion to strike the petitions for review was filed by Crosley with the FCC late last week on the ground "the petitioners are not parties in interest" to the ch. 8 proceeding.

In it Crosley argued that the sole and exclusive purpose of its petition for dismissal without prejudice of its ch. 8 bid was "to avoid the prohibition against the filing of another application," and that "full and adequate bases for the granting of this petition were set forth in complete candor." Principals in WISH:

President C. Bruce McConnell (54.98%), Vice President Robert B. McConnell (0.09%), Second Vice President Stokes Gresham Jr. (0.45%), Treasurer Frank E. McKinney (14.53%), Secretary Earl J. Schmidt (14.01%), Frank M. McHale (9.45%), John R. Atkinson (0.01%) and Owen Bush (2%).

FCC Allocates Three New Vhf Channels

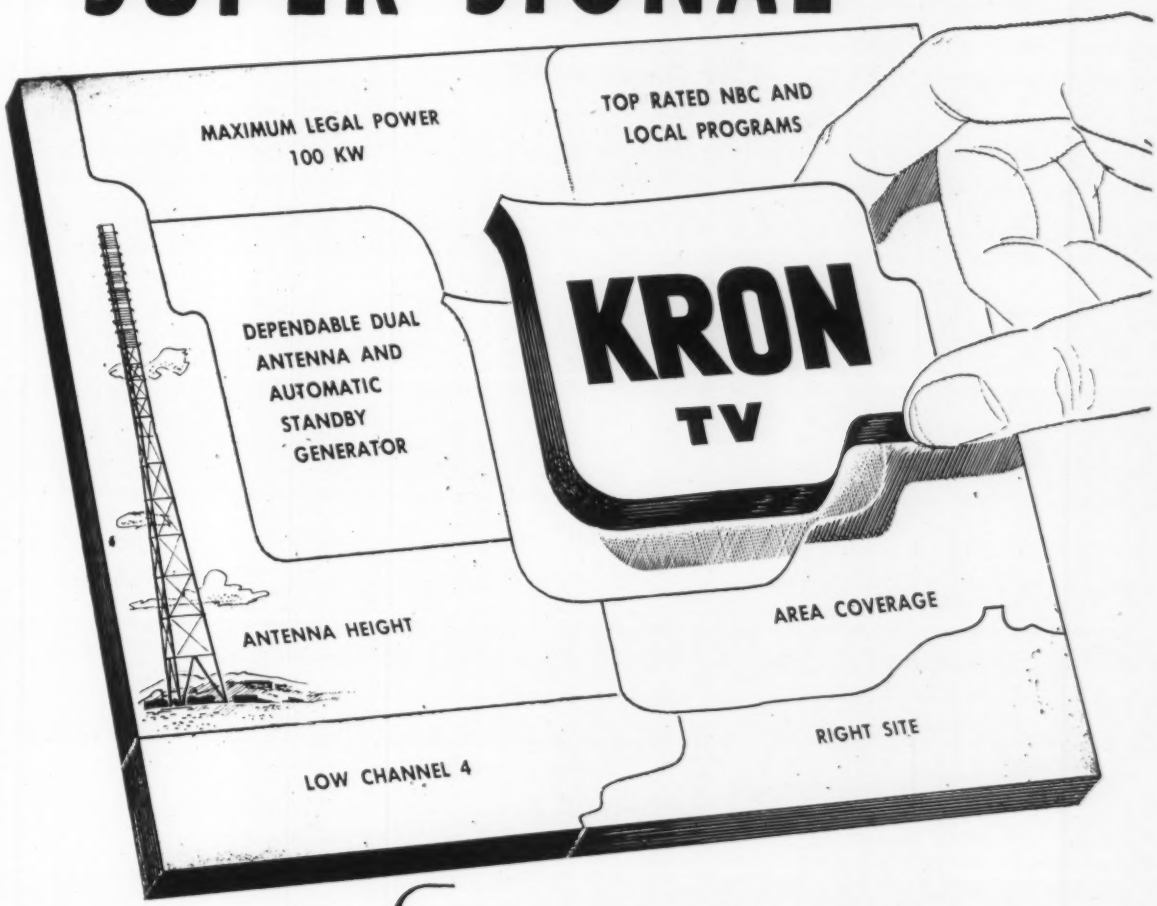
THREE additional vhf channels have been allocated by FCC following conclusion of rule-making proceedings. In final rulings, effective 30 days after publication in the *Federal Register*, the Commission added ch. 7 minus to Carthage, N. Y., ch. 13 minus to Bemidji, Minn. and ch. 12 to Ironwood, Mich.

At the same time, FCC amended the offset requirement of ch. 7 at Calais, Me., to minus, substituted ch. 11 for ch. 13 minus at Fargo, N. D. and substituted uhf ch. 33 minus for ch. 12 minus at Iron River, Minn. Ch. 11 at International Falls, Minn., was changed to plus.

WWNY-TV Watertown, N. Y., uhf ch. 48 permittee had announced in September that it had ceased construction pending disposition of the proposed allocation of vhf ch. 7 to nearby Carthage [B•T, Sept. 28]. John B. Johnson, president of the Brockway Co., ch. 48 grantee, said an application for the new ch. 7 facility at Carthage would be filed soon.

In another action, FCC announced proposed rule-making to add a second tv channel for Zanesville, Ohio, by allocating uhf ch. 18 minus to that city. The bid is supported by the petition of WHIZ-TV, uhf ch. 50 permittee there.

There's no Puzzle about a
SUPER SIGNAL



SUPER
CHANNEL 4
SIGNAL

- **RIGHT TRANSMITTER SITE.** KRON-TV's site provides "area-wide" coverage certainty.
- **ANTENNA HEIGHT.** KRON-TV's, highest in San Francisco at 1441 feet, "sees further."
- **MAXIMUM LEGAL POWER.** KRON-TV's 100,000 Watts has blanketed Northern California *since February, 1953.*
- **TOP RATED** NBC and Local Programs. KRON-TV leads consistently.
- **GREATEST DEPENDABILITY.** KRON-TV's double antenna system and automatic standby generator minimize "discrepancies."
- **SELLING POWER.** Fit these pieces together and you have KRON-TV's Super Signal—the solution of your sales problem.

FREE & PETERS, INC.
National Representatives

KRON TV 4
SAN FRANCISCO

TEMPLE U. STUDY WOULD AFFECT FCC

The study resurrects the first Hoover Commission proposal that the chairmen of agencies like the FCC have all administrative responsibility invested in their offices.

NEW procedures in independent government agencies, including the FCC, are recommended in a two-volume Temple U. Survey of Federal Reorganization submitted to President Eisenhower Thursday. The report would cut federal agencies from 70 to 30 or less but this would not affect the FCC's place in the government setup.

Dr. Robert L. Johnson, Temple president and former chairman of the Citizens Committee for the Hoover Report, made the presentation with Martin Merson, Temple administrative vice president and assistant director of the survey. Dr. Johnson was head of the International Information Administration before it was recognized last summer as the U. S. Information Agency.

Importance of some agencies to the national structure was pointed up in the report. Citing FCC's color television rulings, the report said, "No one can review even superficially the work of the independent agencies without recognizing the awesome effects upon our economy which their decisions may have."

In the recommendations covering independent agencies such as the FCC, the report suggested all administrative responsibility should be placed in the chairman, with the agency having an executive director responsible to the agency through the chairman. "The plural executive is at best inefficient and unworkable as to detailed matters," it was stated. "Furthermore, demands upon agency members for administrative supervision should be kept to a minimum through an executive director" (see box this page).

Administrative Procedure Office

An office of administrative procedure would be created under terms of the Temple report, having "powers and duties roughly similar to those of the administrative officer of the United States Courts." This office would handle supply problems, provide centralized personnel and management services, and furnish budget and accounting services. It also would examine procedures, collect information and possibly handle administration of Section II of the Administrative Procedures Act.

Number of members of independent agencies should be reduced where possible and a panel system created so a decision can be considered by three members named by the chairman, it was recommended.

The Temple group recommended executive and quasi-legislative functions of agencies should be carefully studied. They should be made more flexible as to policy "and susceptible of uniformity to accord with changing circumstances and the objectives of the executive and legislative branches of the government through grant of power to the President and his Cabinet to amend and supplement agency executive and quasi-legislative powers by written published directives becoming effective only after reasonable notice and opportunity by a constitutional majority of Congress to veto," it was stated.

Contradictory directions and policies now inherent in the federal structure would be avoided, it was suggested. The alternative of transfer of executive and quasi-legislative powers to the executive branch would be avoided, it was added, a step that would depreciate the value of agencies.

An agency board of review should be created, the report continues, to which decisions on other than violations of rules and orders would be appealable on their merits "as an alternative to, and with waiver of, such rights of appeal to the courts on questions of law as are now permitted."

The most practicable way of providing for the prosecution and judicial determination of violations of orders and regulations should be studied, according to the report.

High Court Case To Involve Tv Verdict

MAJOR case involving censorship of motion picture films—in which television is sure to become involved—is scheduled for argument before the Supreme Court the week of Jan. 4.

The cases are those of Superior Films Inc. *v.* the Film Censorship Division of the Ohio Department of Education (No. 217) and Commercial Pictures Corp. *v.* Regents of the University of the State of New York (No. 274). Films involved are "M," an American version of a pre-World War II German feature, and "La Ronde," a French import.

"M," the story of a psychopathic child murderer, was banned in 1952 by Ohio censors as "harmful." "La Ronde," a study in illicit amours, was banned in 1951 as "immoral" by New York censors.

Both appeals are substantially similar. They attack the requirement that pictures be reviewed before release as violating the 1st and 14th Amendments to the Constitution, and the phrases "harmful" and "immoral" as vague and indefinite.

Both are on appeal from lower court decisions upholding the right of state censorship boards to ban motion picture films deemed unfit for public showing.

'Discrimination' Pointed Out

Although briefs are not due until a short time before argument, both firms have already pointed to what they term the "discrimination" in the light of a 1949 Circuit Court decision in Philadelphia holding that motion picture films shown on television may not be censored by state boards. This was Allen B. DuMont Labs. Inc. *v.* Carroll. The appeals court held that since television was "protected" by the Communications Act governing interstate commerce, it could not be touched by state motion picture boards of review [B•T, Oct. 31, 1949].

In its brief asking for review, Superior Films referred to this decision and said: "Censorship applied to only one of the media or vehicles of expression or communication while not to others such as radio, television, or televising of motion pictures, and newspapers, purports to set up a classification without any reasonable basis of different characteristics. Such an arbitrary and capricious differentiation, as a matter of will not of reason, is invalid as a denial of equal protection of the law."

Also relied on in both cases is the famous 1952 Supreme Court decision in Burstyn *v.* Regents of the University of the State of New York, where the court held that the banning of "The Miracle" on the ground that it was "sacrilegious" was illegal since the term was vague and indefinite.

Old Idea, New Name

PROPOSALS for placing additional powers within the office of the FCC Chairman are not new (see adjacent Temple U. study story). The first Hoover Commission recommendation on the subject was placed before Congress via the White House. That proposal, in 1950, was rejected by the Senate [B•T, May 22, 1950]. A second attempt met similar defeat in the 82d Congress when a Senate committee turned down the plan in view of the previous Congress' action. The recommendations would have given the Chairman authority on executive and administrative functions, transferring it from the full Commission. The latter plan would have allowed the Chairman jurisdiction on the appointment and assignment of personnel in the immediate offices of the Commissioners [B•T, March 26, 1951]. It is known that the Second Hoover Commission, appointed by President Eisenhower, has not yet considered FCC in its current research and investigations [CLOSED CIRCUIT, Dec. 7].

WGRD Charges FCC Violated Due Process

Commission order that station must cease 4 a.m.-sunrise programming brings heated protest from Grand Rapids outlet.

CHARGE that the FCC violated "every canon" of due process was made last week by WGRD Grand Rapids in a petition for cancellation of a summary order that it cease operation before local sunrise.

Order, which was wired to the Grand Rapids station Nov. 17 stated that WGRD must refrain from operating between 4 a.m. and local sunrise because of "undue interference" complaint from WING Dayton, Ohio. Both stations operate on regional 1410 kc—WGRD with 1 kw daytime only, and WING with 5 kw full-time, with directional at night.

WGRD said that for six years it has been operating before sunrise and that WING never complained before. WING, according to the WGRD petition, has commenced operations from 5 to 5:30 a.m. for the last four years.

In charging that the Commission erred in ordering WGRD to cease pre-sunrise operations without notice, hearing or due process, WGRD said the Commission has issued no standards as to what constitutes "undue interference," and that it has given WGRD no notice of what standards it used to determine "undue interference" to WING. WGRD also claimed that the order modified its license without a notice and hearing, as required by Section 316 of the Communications Act. It claimed its renewal licenses authorized it to commence broadcasting from 6 to 6:30 a.m. local time. WGRD also claimed that WING's complaint of undue interference before local sunrise could not be sustained because FCC regulations define daytime protection from local sunrise to local sunset and nighttime protection from local sunset to midnight. Therefore, WGRD said, WING cannot claim any protection between midnight and local sunrise.

WGRD asked the Commission to recall the Nov. 17 telegraphic order and if warranted, to institute "appropriate" procedures.

they're personal friends- OUR AUDIENCE and OUR TALENT

Bob Bender, WGY Sportscaster, talks baseball with Schenectady Little Leaguers.

And well might they be friends. For during the month of October WGY staff artists made more than 100 personal appearances in cities and towns that stretch across our coverage area—Cooperstown and Cobleskill, Cohoes and Saratoga. From Oneida in the West to Brattleboro, Vt., in the East. From Saranac Lake south through the river valleys to Catskill, our people are always out making new friends for WGY. It's great to be a good neighbor in such a beautiful neighborhood.

Don Tuttle, WGY Farm Editor, addresses a group at the Farmers Museum at Cooperstown, N. Y.

WGY

A GENERAL ELECTRIC STATION

SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co. New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

McCarthy-Taylor Hassle Comes to Subpoena Stage

BRIG. GEN. TELFORD TAYLOR, one-time FCC general counsel and former counsel to an educational tv group, collided last week with Sen. Joseph R. McCarthy (R-Wis.) and faced the threat of being subpoenaed before the Senator's investigating subcommittee.

Gen. Taylor was general counsel at FCC beginning in 1940. He left to serve in World War II and was chief U. S. war crimes prosecutor in Germany. In post-war years he served as special counsel to the Joint Committee on Educational Television and during the waning part of the Truman Administration was head of the Small Defense Plants Administration.

The Senator Thursday said his subcommittee will subpoena Gen. Taylor, who is on inactive army status and now practicing law in New York, about possible subversion and security leaks at Fort Monmouth. Said Gen. Taylor: "I will, of course, appear and respond to any Congressional committee subpoena that may be issued to me."

The run-in started with Gen. Taylor's address at West Point where he told cadets Sen. McCarthy's probing at the radar laboratory was "a most dangerous threat to the morale and efficiency of the army." The Senator then demanded West Point officials explain why Gen. Taylor was invited to speak and who invited him. He also made public a letter, said to be a photographic copy, concerning a "flag" on Gen. Taylor's personnel file which read "unresolved questions of loyalty."

'Derogatory Data'

Sen. McCarthy said the flag meant either an investigation was under way or one had been completed, but no findings made. He added, however, that such a marking did not necessarily indicate disloyalty but that there was "derogatory" information in the file. The Senator conferred with Civil Service Commission Chairman Philip Young on the general's employment file. Chairman Young said he assumed the marking on the file would stay "unless the commission takes action to remove it." He said the matter had never come up before the commission and that there had been no Loyalty Review Board hearing.

More Remote, Relay Bands Seen in FCC Plan

The Commission sets forth proposed amendments to Part 4 of its rules governing tv auxiliary channels to provide for additional services. Proposals involving Part 2 of the rules would allow exclusive bands.

IMPROVED auxiliary broadcast facilities for television remote pickup, relay and other purposes are foreseen in rule-making proposals announced by FCC. Additional studio-transmitter link channels for am and fm stations also would be provided.

The Commission set forth proposed amendments to Part 4 of its rules governing television auxiliary channels to provide for additional services. Supplanting an earlier notice of proposed rule-making concerning Part 4, the new order calls for comments by Feb. 15.

The growth of tv stations, particularly uhf, was indicated as the basis for the ever increasing demand for auxiliary facilities.

The second proceeding, in which comments also are due Feb. 15, concerns proposed amendments to Part 2 of the Commission's rules. Fixed and mobile allocations above 890 mc are involved.

In the proposed Part 4 changes, FCC plans to make available 10 channels in the bands 1990-2110 mc and 2450-2500 mc, 10 channels in the band 6875-7152 mc, eight channels in the 10500-10700 mc band and 20 channels in the 12700-13200 mc band. These auxiliary channels would not be assigned to specific tv station channels (vhf 2-13, uhf 14-83), the Commission explained, but would be available for assignment on a case-to-case basis.

Available on Exclusive Basis

Only one channel in the 2000 or 7000 mc band and one in the 13000 mc band would be available on an exclusive basis, FCC said, while others would be available on a shared basis. Although no channels would be reserved for exclusive use by common carriers, the channels available to broadcasters would also be available to the common carriers when providing auxiliary broadcast service to tv stations.

FCC's earlier proposal to require a certain plane of polarization for each auxiliary channel was discarded in the new plan in order to permit maximum flexibility on the part of the licensees in the elimination of interference and more efficient utilization of available channels, FCC's notice stated.

Other changes proposed point out requirements with regard to performance of equipment for the sound channels and provide for station identification by means of code or other modulating signal in the event the station is used for visual transmission only.

Meanwhile, in the second proceeding looking toward amendment of Part 2 of the Commission's rules, FCC proposed reallocation of the spectrum above 890 mc "to meet existing service needs and foreseeable developments in the use of microwave by various fixed and mobile services." Generally, exclusive use is to be substituted for sharing.

The proposed Part 2 amendments, FCC said, "are the result of Commission study of current frequency problems and look toward additional exclusive spectrum space for tv pickup purposes; exclusive space for common carrier

NINE SALES WIN FCC APPROVAL

NINE radio-tv properties traded hands last week as the FCC approved several station sales including the transfer of control of KAFY-AM-TV Bakersfield and KXA Seattle.

Control of the KAFY stations (51 2/3%) was transferred from Sheldon and Geneva Anderson to Charles Thieriot, Harold See and The Chronicle Publishing Co. for $85,000. Chronicle Publishing Co. is licensee of KRON-AM-TV San Francisco, publisher of the *San Francisco Chronicle* and is optionee of 25% interest in KSBW-AM-TV Salinas.

Mr. Anderson, licensee of KCOK-TV Tulare, Calif., retains 8 1/3% in KAFY-AM-TV.

Control of KXA Seattle (50¼%) was transferred from the Gaylord family to Lawrence Bogle and 13 others for $107,070.

Other station sales approved by FCC:

WPBC Minneapolis, Minn.—Transfer of control from People's Broadcasting Co. to William V. Stewart through sale by Arthur J. Eaton of 334 shares of stock to licensee corporation for $38,410.

WMRC-AM-FM Greenville, S. C.—Assignment of license from Textile Broadcasting Co. to WAKE for $72,500.

WAGF Dothan, Ala.—Assignment of license to new partnership of Dothan Broadcasting Co. with John T. Hubbard giving up ⅓ holding for $33,000.

WBOX Clarksdale, Miss.—Assignment of license by Birney Imes Jr. to his mother, Eunice T. Imes.

WOKZ Alton, Ill.—Assignment of license from WOKZ Inc. to Edward N. Palen. General Teleradio Inc. (WOR-AM-TV New York) purchases the property for $45,000 which it will lease to Palen for $10,488 annually for eight years with option to purchase for $14,500.

KANG-TV Waco, Tex.—Assignment of CP for uhf ch. 34 from Clyde Weatherby to Central Texas Television Co. Mr. Weatherby retains 85.3% interest in lieu of his expenditures totaling $50,000.

KRIB Mason City, Iowa—Assignment of license from Wolf family to William G. Kelly for $70,000.

Walker Opens Offices

PAUL A. WALKER, former FCC chairman, whose term expired June 30, has opened a law office in Room 401 Warner Bldg., Washington. Telephone is Metropolitan 8-1899. Mr. Walker was appointed to the newly-organized FCC in 1934 from the chairmanship of the Oklahoma Corporation Commission. He became chairman in 1952 after Wayne Coy resigned.

Gatton Leaves Bond Post

HARRY GATTON, former radio manager of the U. S. Savings Bond Division, Treasury Dept., has resigned his government post to become administrative assistant to Sen. Alton A. Lennon (D-N. C.).

Mr. Gatton

Mr. Gatton's former posts include that of managing director of WSIC Statesville, N. C. While at the Savings Bonds Division, Mr. Gatton was responsible for radio advertising designed to bring national support behind the drive to sell government savings bonds.

FCC Bureau, WANE Oppose Proposed Fort Wayne TV Grant

WANE Ft. Wayne, Ind., and FCC Broadcast Bureau Chief Curtis B. Plummer have filed exceptions to an initial decision proposing to grant Anthony Wayne Broadcasting a new tv station on uhf ch. 69 there [B•T, Nov.2].

WANE took exceptions to numerous "Findings of Fact" by the hearing examiner, claiming that they are irrelevent, immaterial, prejudical and unsupported.

FCC Broadcast Bureau Chief Plummer took exceptions to the initial decision's failure "to fully set out the facts pertaining to the combination or 'consolidation' of the two newspapers, *News Sentinel* and the *Journal Gazette*," and secondly as to trade practices of Anthony Wayne partners, James R. Fleming and ex-governor Paul V. McNutt.

Mr. Plummer noted that the *Journal Gazette's* "consolidation" of its business operation with its only rival and the simultaneous institution of "forced combination rates" requiring advertising in both newspapers "is monopoly power exercised in its baldest form."

Mr. Plummer concluded that "the choice between the two applicants is a difficult one . . . but that the last named factor . . . swings the balance in favor of Radio Wayne [WANE]."

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

mobile functions including additional tv pickup service, and other mobile nonbroadcast video pickup requirements; additional exclusive broadcast studio-transmitter link frequencies for am, fm and tv (sound only); additional common carrier fixed service spectrum space, particularly with respect to the needs of areas where the use of the common carrier bands above 3700 mc is not practicable; and additional exclusive, as compared to some present shared, allocations for the non-government fixed services now operating in the vicinity of 900 mc."

FCC's proposal would continue to allocate the band 890-940 mc to the industrial, scientific and medical (ISM) service primarily and would allocate the band 890-936 mc to common carrier fixed service, with the provision that ISM interference be accepted. The 936-950 mc band would be allocated to am, fm and tv (sound only) studio-transmitter stations, subject to accepting ISM interference between 936-940 mc. The band 950-960 mc would be allocated to operational fixed stations.

The presently shared mobile bands 3500-3700, 6425-6575 and 11700-12200 mc also are proposed to be divided equally for exclusive assignment to domestic public services on the one hand and the aviation, industrial, land transportation, marine and public safety services on the other.

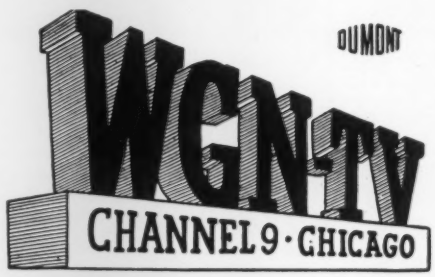
"BROTHER, WE SUCCEEDED!"

Here's a quote from a letter received by WGN-TV during the month of November, 1953, which is a typical reaction of WGN-TV advertisers.

To further quote:

"More important, the sponsor wrote a lot of business because of the program; and the local outlet felt consumer response..... None of this would have been possible without the wonderful cooperation extended to us by everyone at WGN-TV associated with the program.... My congratulations and thanks for a job well done."

Proof again that if you want results in Chicago—whether you're large or small—it's WGN-TV.



The Chicago Tribune Television Station

Exclusive Fm Band Asked by Big Firms

REQUEST for 40 frequencies from the Citizens Radio Service to establish an exclusive Manufacturers Radio Service was made to the FCC last week by the Committee on Manufacturers Radio Use [B•T, Nov. 23].

If the Commission believes that the Citizens Radio Service should recoup these frequencies, then it should "re-examine" the fm band, the manufacturers' committee stated in its formal petition for rule-making.

Committee, comprising 56 of the largest U. S. corporations (Alcoa, Ford, General Electric, Bethlehem Steel, etc.) which already are authorized to use Special Industrial Radio Service frequencies for more than 3,000 mobile units, emphasized that "radio is a new production tool."

Based on a study made by the Ford Motor Co., one of the members, radio is now used for (1) protection, (2) railroad services and (3) materials handling.

Crowded Band

Reason for need to establish an exclusive manufacturers service is the belief that the IRS bands (five frequencies in the 152-162 mc band and 10 frequencies in the 450-460 mc band) are in danger of becoming crowded and overloaded. The manufacturers share these frequencies with other mobile users, the petition pointed out. These include power companies, petroleum companies, forest products firms, motion picture companies and the press.

In backing up its claim that manufacturers need their own frequencies, the committee produced two studies showing the requirements for radio systems in Detroit and in Los Angeles. Detroit, with 118 present or potential users of radio, was used to illustrate an area problem, requiring 40 additional exclusive channels. Los Angeles, with six manufacturing plants as the basis, was used to illustrate an industry problem, needing 19 additional exclusive channels.

Not only is the present need serious for additional frequencies, the petition read, but the growing use of automatic manufacturing ("automaton"), largely using electronic principles, makes a "control" instrument essential. This means radio systems, the committee said.

The 127 manufacturers now using channels in the IRS bands are licensed for 6,537 mobile units, the petition declared.

The Citizens Radio Service is assigned 100 frequencies in the 460-470 mc band and these are "largely unused," the committee said. CRS was established in 1945 for individuals and companies not qualified for other services.

Wants 40 from CRS

The committee recommended that the FCC reassign 40 frequencies from the CRS band for the formation of an exclusive Manufacturers Radio Service. This should be in addition to the frequencies available on a shared basis in the IRS bands, the committee emphasized. It also asked that manufacturers permit the use of point-to-point microwave systems for "out-of-yard" operations, where a single company may operate more than one plant in an area.

Jeremiah Courtney, Washington communications attorney, counsel for the committee, claimed that the use of radio for manufacturing exceeded in importance that of broadcasting.

"In fact," he said, "its [radio's] usefulness to our manufacturing companies has become so great that in time of war, if a choice had to be made, it would probably be found that the nation could better afford closing down every

The South's Greatest Salesman — still reaching NEW homes every day

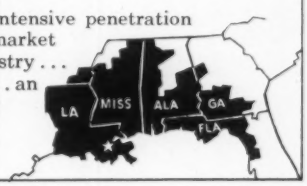
PUT YOUR PRODUCT IN THIS BASKET AND YOU'LL GET:

1 The sales-making impact of the radio station that reaches more Deep South families than any other medium—at far lower cost per family.

2 The continuous backing of WWL's own powerful advertising—24-sheet posters, streetcar and bus signs, newspaper ads that dominate radio pages.

3 Smart, aggressive merchandising support for WWL-advertised products, with big-scale store displays that catch customers while they're *spending*.

Only **WWL** gives you intensive penetration through this four-state market humming with new industry . . . rich with new payrolls . . . an area still unquestionably radio-dominated.



WWL—*leading station in New Orleans night and day—with more listeners now than ever before!**

*Pulse, July-August, 1953

WWL

NEW ORLEANS

50,000 watts **CBS** radio affiliate Clear channel

A department of Loyola University

Represented nationally by the Katz Agency

LEADING as Usual

WABT

According to TELEPULSE, October

According to TV Hooperatings, October

Out of Top 15 Once-a-Week Shows

WABT leads 12 to 3

Out of Top 10 multi-weekly Shows

leads 9 to 1

Out of Top 11 multi-weekly Shows

leads 10 to 1

Out of Total Quarter Hours a Week

WABT leads 381 to 59

WABT leads 356 to 74
(With 10 Ties)

Out of Monday-Friday Quarter Hours

WABT leads 300 to 20

WABT leads 275 to 40
(With 5 Ties)

Alabama's Best in Television 316,000 Watts

Represented by CBS-TV Spot Sales

Get on the **BANDWAGON!**

Also in Radio: WAPI and WAFM
are LEADING as USUAL!

tv and broadcasting station than it could withstand the loss of war production that would result from silencing industrial radio systems."

Consulting engineers for the Committee are Jansky & Bailey Inc., Washington. Herbert E. Markley, Timken Roller Bearing Co., is chairman of the Committee.

FTC Consent Order Ends NEDA Practices

A CONSENT order terminating a trade-restraining combination among 350 wholesale distributors of electronic equipment and supplies, members of the National Electronic Distributors Assn. Inc., was announced last week by the Federal Trade Commission.

FTC described the practices, which the respondents agree to end although not admitting or denying having engaged in any law violations, as "restrictive, compulsive and coercive," and prejudicial to the public and competitors of NEDA members. They tend to hinder competition and create a monopoly, FTC added. FTC filed its initial complaint last April [B•T, May 11].

The goods involve electronic and radio parts and other equipment, radio receivers and transmitters, and recording and sound equipment.

Although not prohibiting NEDA members, independently and not in combination with others, from doing any of the prohibited acts, the order forbids NEDA and members to enter into any combination or conspiracy to:

Arbitrarily restrict membership in the association by denying membership to wholesalers "for competitive reasons" or for any other reason not based on NEDA's published or generally accepted standards governing admission of new members;

Compel manufacturers to sell only through NEDA members or through nonmember wholesalers they "recognize" as "established legitimate wholesale distributors";

Prevent manufacturers from selling to wholesalers who are not NEDA members or who are not "recognized" as "established legitimate wholesale distributors";

Compel manufacturers to protect distributors against price decline on unsold inventory or to grant uniform discounts or terms and conditions of sale;

Compel manufacturers to fix or maintain resale prices suggested by the respondents;

Compile, publish or distribute "substantially identical price lists for electronic equipment or supplies";

Fix or maintain prices or terms or conditions of sale at which wholesalers sell or offer for sale electronic equipment and supplies;

Give sales or promotional preference to the types of electronic equipment and supplies sold by manufacturers who agree to refrain from selling to nonmember distributors or nonrecognized distributors, or who agree to grant uniform cash discounts, terms and conditions of sale, or who agree to maintain resale prices and terms or conditions of sale suggested by the respondents.

Appeals Court Upholds Damages on Show Idea

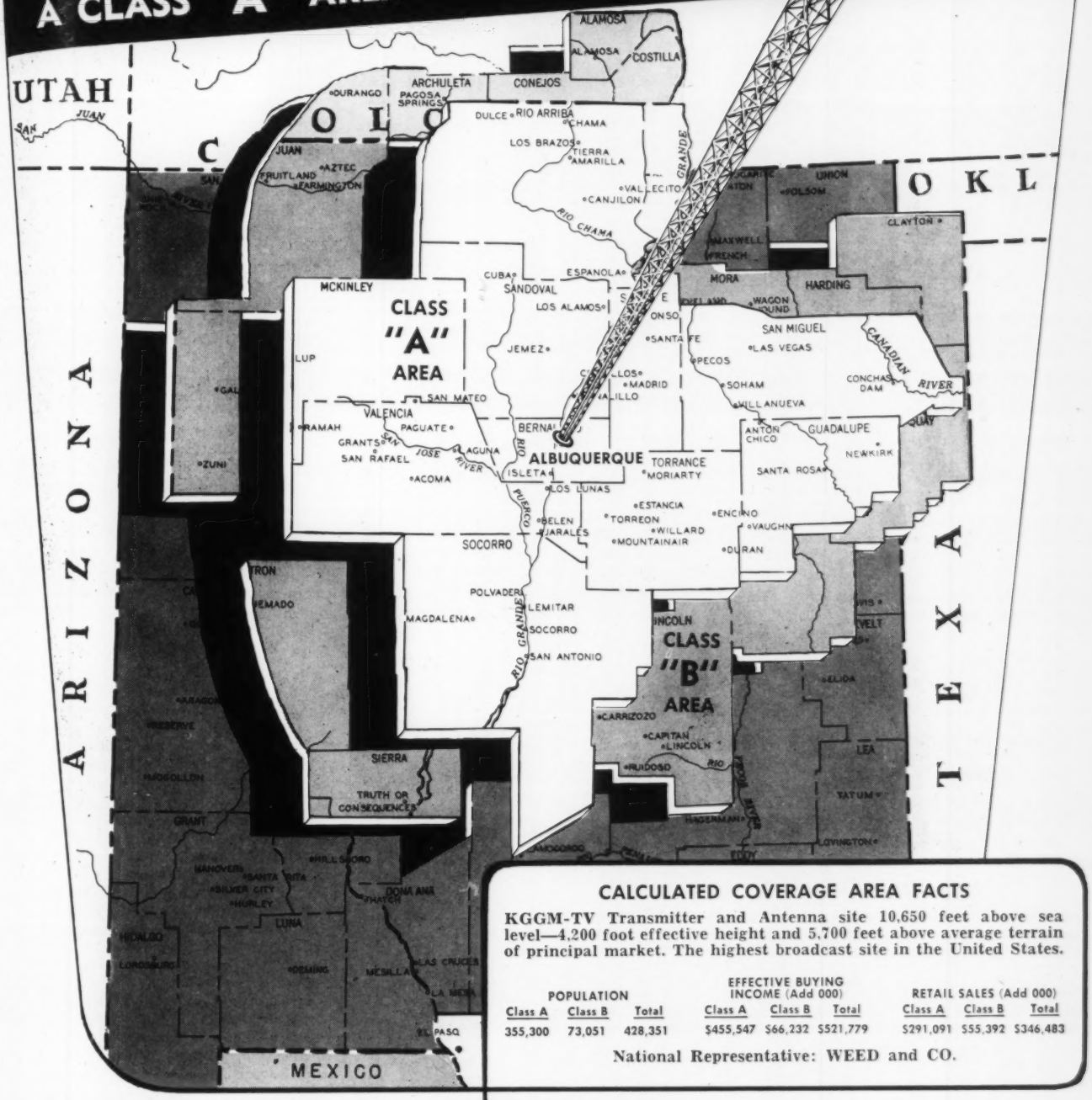
U. S. COURT OF APPEALS last week upheld a lower court decision holding the creator of a radio program has a property right in his idea. The decision affirmed a $3,300 jury verdict to Washington advertising man Lloyd K. Belt.

The Appeals Court held "a person has such a property right in his own idea as enables him to recover damages for its appropriation or use by another when the idea is original, concrete, useful and is disclosed in circumstances which, reasonably construed, clearly indicate that compensation is contemplated if it is accepted and used."

The U. S. District Court in Washington had held in favor of Mr. Belt who entered into a contract with Hamilton National Bank, which engaged Mr. Belt to produce the show, but later selected another producer [B•T, Dec. 22, 1952].

COVERAGE

A CLASS "A" AREA · · · LARGER THAN MOST STATES



CALCULATED COVERAGE AREA FACTS

KGGM-TV Transmitter and Antenna site 10,650 feet above sea level—4,200 foot effective height and 5,700 feet above average terrain of principal market. The highest broadcast site in the United States.

POPULATION			EFFECTIVE BUYING INCOME (Add 000)			RETAIL SALES (Add 000)		
Class A	Class B	Total	Class A	Class B	Total	Class A	Class B	Total
355,300	73,051	428,351	$455,547	$66,232	$521,779	$291,091	$55,392	$346,483

National Representative: WEED and CO.

KGGM-TV Channel 13

ALBUQUERQUE

CBS in New Mexico

FTC ENDS HEARING ON PROPOSED RADIO-TV TRADE PRACTICE RULES

RETMA President McDaniel reports his group unable to offer proposed rules for trade standards for high fidelity equipment. Hearing record to be open until Jan. 20, recommendations to come at a later date.

THE Federal Trade Commission last Monday completed its hearing, begun Oct. 8 [B•T, Oct. 12], on 31 trade practice rules for the radio-tv industry, proposed by the FTC on Sept. 10.

Up for most attention at the hearing were arguments on a proposed restricted definition of a television receiver, on materials of which radio-tv cabinets are made, on new standards of tv screen measurement and on manufacturers' re-use of cathode-ray tube glass envelopes.

Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn., at the close of the hearing reported that his group would not be able to offer proposed rules setting up trade standards for high fidelity equipment. He said differences among RETMA members on hi-fi standards and the lack of other standards for measurement of certain of its characteristics prevent RETMA from offering proposals on hi-fi at present which might be incorporated into the proposed FTC rules.

Paul Butz, assigned by the FTC to draw up the rules, was presiding attorney at the hearing, with Allen C. Phelps, assistant director of the FTC's Bureau of Industry Cooperation and chief of the Division of Trade Practice Conferences.

Mr. Butz said no more hearing sessions will be held, but that the record will be kept open until Jan. 20, before which time unheard parties may submit suggestions by brief or in person at the FTC. After that date new trade practice rules will be drawn up in the light of what took place at the hearing and submitted to the FTC with recommendations for their promulgation. Mr. Butz was unable to say when the rules will be submitted, but said that because of legal questions and the controversial nature of some of the 31 rules, more study will be needed than for industry rules where no such problems are brought up.

Rules Result of Conferences

The proposed new rules, which will revise and extend those promulgated by the FTC in 1939 for the radio set manufacturing industry, are the result of industry applications and general trade practice conference sessions held in June and September 1951 and in June 1952.

Mr. Butz was prompted to set the Jan. 20 date after heated argument between makers of radio-tv cabinet materials—the natural woods representatives on one hand and makers of wood fiber products, plastics and imitation wood-grain finishes on the other—on the proposed Rule 6 relating to cabinets. Some of these manufacturers, notably makers of wood-grain finishes, said they had learned only recently of the hearing and were unprepared to present their full viewpoints at last week's session.

At issue were six inhibitions to Rule 6 requiring detailed disclosure of the materials of which a radio or tv cabinet is made—an issue which has plagued the furniture industry for years. Representatives of natural woods claimed that cabinets made of anything but wood in its natural state, if the material resembles wood, should be labeled as imitations of such woods, and that inferior woods be named as such. The makers of wood fiber products, plastics and artificial wood-grain finishes for these products felt no such label should be required.

In behalf of the latter group, Robert C. Keck of the Hardboard Assn. (hardboard is a wood fiber material), presented a lengthy paper on the merits of hardboard. This group also

Hits 'Bait' Ads

THE Federal Trade Commission has entered a consent order requiring Sunset Appliance Stores Inc., Rego Park, Long Island, N. Y., and its officers, Joseph Rudnick and Morris Sobel, to stop "bait" advertising and other deceptive practices in sale of tv sets and air conditioners.

The FTC said the firm's broadcast advertisements offering reconditioned name-brand tv sets for $59 to $68 and reconditioned Mitchell air conditioners for $99 were not made in "good faith," but were designed to give Sunset a lead to sales prospects for the sale of "unknown brands at higher prices."

WDAY

(FARGO, N. D.)

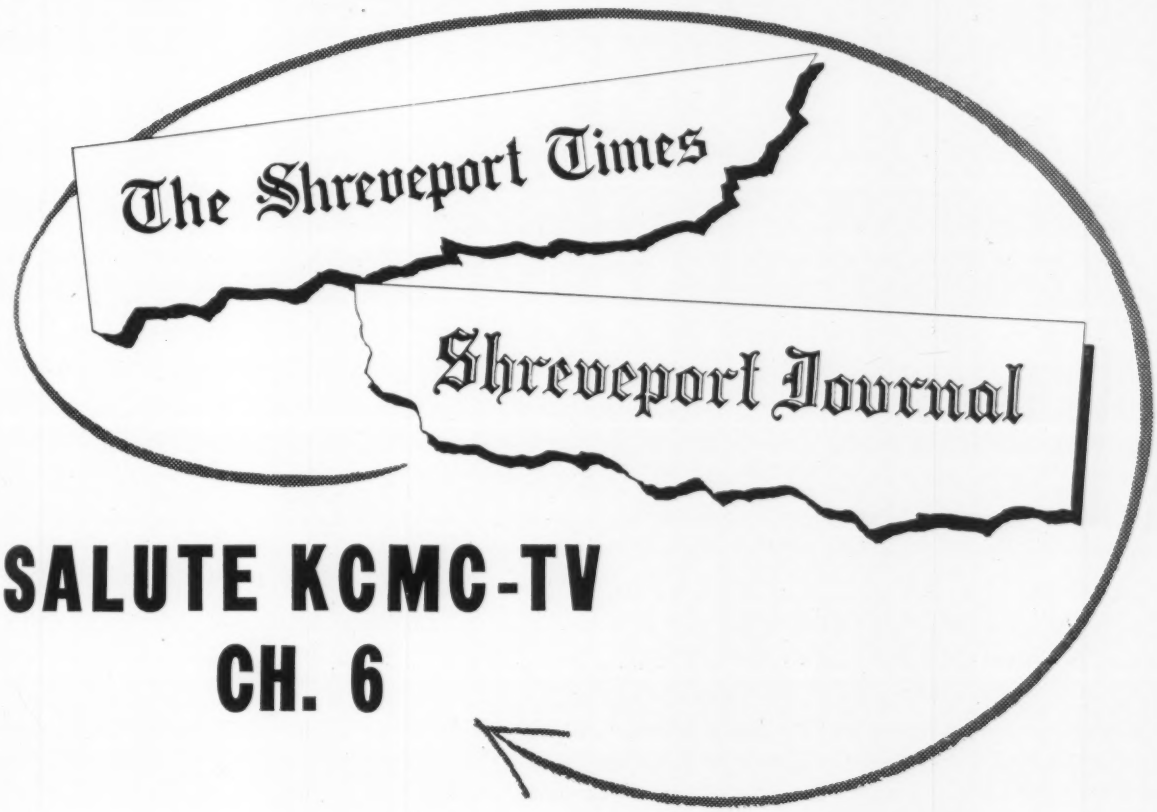
IS ONE OF THE NATION'S MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!

NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

TWO GREAT NEWSPAPERS



SALUTE KCMC-TV CH. 6

. . . Each with a 22 page section heralding Television Service of KCMC-TV for the Texarkana-Shreveport area.

Nine dailies in the KCMC-TV coverage area have published sections aggregating 102 pages promoting KCMC-TV.

Over 70 hours of CBS-ABC-and DuMont Commercial Programs. Interconnected Dec. 31, 1953.

KCMC-TV covers one of the Nation's largest and unduplicated television areas.

Set Count—Dec. 2—44,512

KCMC-TV

Texarkana, Ark.–Texas

O. L. Taylor Co., National Representatives

CBS — ABC — DuMONT

was supported by RETMA President McDaniel, who claimed organized pressure on the FTC by wood interests. He said his industry does not intend to become a "vehicle" for controversies which rightly belong to the furniture industry and that, anyway, the manufacture of articles with simulated wood surfaces is a practice "of long standing."

Non-labeling Attacked

Spokesmen for various consumer groups, among them a CIO union, the Better Business Bureau and various women's organizations, attacked non-labeling of cabinet materials, agreeing in general that the consumer has no other way of knowing what material goes into his radio or tv set cabinet.

Morton R. Galane, attorney for Allen B. DuMont Labs, presented a brief proposing an amendment to Rule 2 which would require that a television receiver not capable of receiving all vhf and uhf channels be labeled as a limited-channel set. He said the proposal also is supported by the Ultra High Frequency Assn. DuMont claimed many people who buy a tv set do so under the impression it will receive all channels with no additional accessories.

Dealer and distributor groups spoke out strongly against this proposal as did RETMA President McDaniel, who said DuMont's views were not those of the industry as a whole. He said such a rule would mean the 25 million sets now in the hands of the public could no longer be called tv sets unqualifiedly under this definition.

Mr. McDaniel and other industry representatives objected to FTC's proposed Rule 8, which would require a tv set's screen to be described by only its viewing area—the horizontal measurement of a rectangular shaped screen or the diameter of a circular screen—instead of the current practice of giving the measurement of the unmasked tube on a diagonal basis.

The RETMA president, who was seconded by other industry, dealer and distributor spokesmen, said the current method of diagonal measurement "is well understood and accepted by the public," and is necessary and has been used within the industry since the beginning. He added he did not believe dealers in intrastate commerce would abide by the proposed rule.

Claims Few Are Aware

Consumer groups, however, said that in their interviews of potential buyers, very few were aware of the diagonal measurement practice.

FTC's proposed Rule 11, which the tv set-making industry considers would be a heavy financial blow in its prohibition of the re-use of cathode-ray tube glass envelopes unless disclosure is made that they are used, came in for heavy criticism from the industry.

William F. Rueger of Sylvania Electric Products said such a practice would increase the costs of television receivers $33¼ million annually. DuMont's brief, including testimony of a DuMont engineer at the Oct. 8 hearing in which were cited the heavy costs to industry if set manufacurers are required to designate the glass tube envelopes as "used," was presented in support of the industry view.

RETMA's President McDaniel, in outlining industry objections to the proposed Rule 11, said RETMA had requested that Mr. Butz visit tube plants to inspect procedures used and conditions of manufacture. He offered RETMA's suggestion that the rule define a cathode-ray

'Reducing Tablets'

MARLENE'S Inc., Chicago, and its agency, Larson & McMahon, Chicago, in a decision by the Federal Trade Commission last week denying an appeal from an FTC hearing examiner's initial decision, have been ordered to stop making deceptive advertising claims for the firm's "reducing tablets" on radio, tv and in newspapers and other media. Marlene's, of which R. J. Smasal is president, had appealed the hearing examiner's decision on grounds the claims had been stopped for some time. FCC maintained that the product had no weight reducing qualities as claimed, but was only a dietary supplement.

Alleged Insurance Fraud On Radio-Tv, FTC Says

SOME of the alleged fraudulent advertising claims for mail order insurance policies involved in a nationwide investigation being readied by the Federal Trade Commission, were made on radio and television, the FTC has announced.

Fortnight ago, David Murchison, legal adviser to the FTC chairman, told a Senate Judiciary subcommittee headed by Sen. William Langer (R-N.D.), that some of the claims were "grossly fraudulent and unfairly deceptive" and that the agency is about ready to launch a major investigation. Spokesmen for the Justice and Post Office Depts., however, maintained at the hearing that such cases have been much less numerous in the past two or three years. The fraudulent claims allegedly were made for accident, sickness and health insurance policies.

The auctioneer at a farm sale can arouse a lot of buying enthusiasm among a handful of farmers for a *single* piece of merchandise.

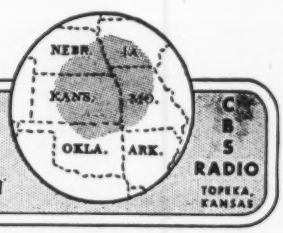
But when you want to move your product by *carloads*, you've got to build up that same desire for ownership in the MASS KANSAS FARM AUDIENCE.

That's exactly what WIBW has been doing for hundreds of consistent advertisers for over a quarter-century. And it's exactly what WIBW can do for YOU. When do you want to start?

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

SANTA'S MODERN SLEIGH

ASSOCIATION OF AMERICAN RAILROADS

tube with "a new electron gun, base, screen and internal and external coatings" as a new tube.

Mort Farr of National Appliance & Radio-Tv Dealers Assn., Chicago, voiced dealers' objections to a recommended amendment (to proposed Rule 10), that tv sets placed in use by dealers as demonstrators and floor samples be designated as other than new sets. He said it would set a precedent since many other items are tried before sale, that such use is part of an established practice by dealers to test working order of sets and that such a rule would work extreme hardships on small dealers who are called upon to demonstrate their entire stock.

Pearson, ABC Must Stand Libel Suit, Says Court

COLUMNIST Drew Pearson and ABC will have to stand jury trial in a $450,000 libel suit involving a 1949 broadcast by Mr. Pearson over the network, according to a Supreme Court decision last week.

The Supreme Court denied a hearing to Mr. Pearson and ABC, from a decision by the U. S. Court of Appeals, which reversed a District Court judge who had found for Mr. Pearson and ABC, without a jury trial.

In a 1949 broadcast involving an income tax case against Dr. Bernard F. Gariepy, divorced husband of Mrs. Mary G. Gariepy, Mr. Pearson said Dr. Gariepy would claim $68,000 of his income was a "gift" from the Rev. Charles Coughlin, former radio priest, for alienation of Mrs. Gariepy's affections. Mrs. Gariepy sued, claiming the broadcast implied she was an unchaste wife.

COURT UPHOLDS 'DISLOYALTY' FIRINGS

An employer has a right to discharge an employe for disloyalty, rules the U.S. Supreme Court in a 6-3 decision upholding such action by WBTV (TV) Charlotte in firing union employes who disparaged its programming.

RIGHT of an employer to discharge an employe for disloyalty was upheld by the U. S. Supreme Court last week in ruling the action of WBTV (TV) Charlotte, N. C., in firing nine technicians who circulated a handbill maligning the station's operations and programs was not an unlawful labor practice under the terms of the Taft-Hartley Law. Three of the nine justices dissented.

In so ruling, the Supreme Court overturned a U. S. Court of Appeals decision which would have remanded the case to the NLRB [B•T, Nov. 24, 1952].

The case was based on a labor dispute between WBTV, owned by the Jefferson Standard Broadcasting Co., and the International Brotherhood of Electric Workers (AFL). WBTV's contract with 22 technicians ran out Jan. 31, 1949, and although the personnel continued on their jobs, they set up a picket line before the station following an impasse in negotiations between the station and the union.

In August 1949, several of the technicians distributed 5,000 handbills disparaging the station and its operations under the heading: "Is Charlotte a Second-Class City?" This was termed "a vitriolic attack on the quality of the company's television broadcasts" by the Supreme Court majority. The handbill message made no mention of the pending labor dispute, and was signed only "WBT Technicians."

Ten employes, charged with sponsoring or distributing the handbills, were discharged in September that year. IBEW filed charges with the NLRB, alleging the firing was an unlawful labor pratice. An NLRB trial examiner recommended the discharged employes be reinstated but the full board followed this recommendation only in the case of one employe. It found discharge of the other nine was not an unfair labor practice.

The union appealed to the Court of Appeals, which ruled the NLRB had not determined the "unlawfulness" of the employes' conduct which led to their dismissal. NLRB took this decision to the Supreme Court.

"In essence, the issue is simple," Justice Harold H. Burton wrote in the majority opinion. "It is whether these employees, whose contracts of employment had expired, were discharged 'for cause.' They were discharged solely because, at a critical time in the initiation of the company's television service, they sponsored or distributed 5,000 handbills making a sharp, public, disparaging attack upon the quality of the company's product and its business policies, in a manner reasonably calculated to harm the company's reputation and reduce its income."

Justice Burton continued: "There is no more elemental cause for discharge of an employee than disloyalty to his employer. It is equally elemental that the Taft-Hartley Act seeks to strengthen, rather than to weaken, that cooperation, continuity of service and cordial contractual relation between employer and employee that is born of loyalty to their common enterprise."

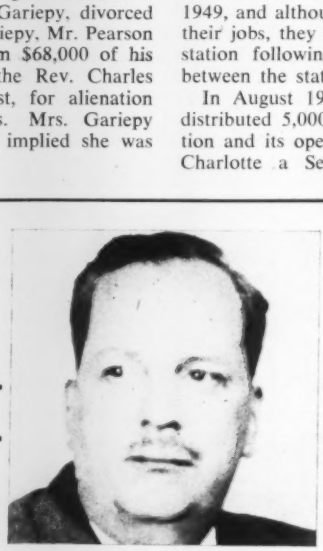
Labor Practice Not Attacked

The attack on the company related to no labor practice, and it made no reference to wages, hours or working conditions, Justice Burton pointed out. "It was a continuing attack, initiated while off duty, upon the very interests which the attackers were being paid to conserve and develop. Nothing could be further from the purpose of the Act than to require an employer to finance such activities. . . .

"The fortuity of the coexistence of a labor dispute affords these technicians no substantial defense. . . . The handbill diverted attention from the labor controversy. It attacked public policies of the company which had no discernible relation to that controversy. The only connection between the handbill and the labor controversy was an ultimate and undisclosed purpose or motive on the part of some of the sponsors that, by the hoped-for financial pressure, the attack might extract from the company some future concession. . . .

"In any event, the findings of the Board [NLRB] effectively separate the attack from the labor controversy and treat it solely as one made by the company's technical experts upon the quality of the company's product. As such, it was as adequate a cause for the discharge of its sponsors as if the labor controversy had not been pending. . . ."

The dissent, written by Justice Felix Frankfurter, for himself and Justices Hugh L. Black and William O. Douglas, took issue with the majority on the ground that the NLRB used the criterion "indefensible" for the technicians' con-



Do You Know This Man?

He is Randall Kaler, program manager and assistant manager of WFAS, White Plains, N. Y., for over 20 years. He says—

"I like the SESAC Transcribed Library. Here at WFAS we stress music and news and we constantly use such outstanding SESAC recording artists for our sponsored Ruppert Beer Show as—'The New World Symphony Orchestra', 'The Radio Symphony Orchestra', 'The Aeolian String Orchestra' and 'The Symphonic "Pops" Orchestra'."

"We feel that our Conlan rating increase for our 6:15 to 7:30 time segment this year is largely due to the addition of the SESAC Transcribed Library—and the tone quality of SESAC discs is always excellent."

AT YOUR STATION—See and hear the SESAC Program Service by dropping a card to—

SESAC Transcribed Library

475 Fifth Avenue New York 17, N. Y.

duct and that the Court of Appeals was right when it termed that word as "vague" and different from "unlawful."

Questioning whether Congress meant "disloyalty" to be treated as cause for discharge, Justice Frankfurter said much of the law that had been developed by NLRB and the courts in the 12 years preceding Taft-Hartley would be overturned if Congress had so intended.

"Many of the legally recognized tactics and weapons of labor would readily be condemned for 'disloyalty' were they employed between man and man in friendly personal relations," he said.

". . . Furthermore, it would disregard the rough and tumble of strikes in the course of which loose and even reckless language is properly discounted."

Justice Frankfurter concluded: ". . . To treat the offensive handbills as though they were circulated by the technicians as interloping outsiders to the sustained dispute between them and their employer is a very unreal way of looking at the circumstances of a labor controversy. Certainly there is nothing in the language of the Act or in the legislative history to indicate that only conventional placards and handbills, headed by a trite phrase such as 'UNFAIR TO LABOR,' are protected. In any event, on a remand the Board could properly be asked to leave no doubt whether the technicians, in distributing the handbills, were, so far as the public could tell, on a frolic of their own or whether this tactic, however unorthodox, was no more unlawful than other union behavior previously found to be entitled to protection."

The Supreme Court reported that WBTV began operating July 14, 1949, representing an investment of $500,000, and that Jefferson Standard suffered a monthy loss of $10,000 during the first four months of WBTV's operation.

During the controversy, Sterling L. Hicks, one of the WBTV engineers, was indicted and convicted of conspiracy in attempting to dynamite the station's radio tower. He was identified as business manager of IBEW Local 1229.

MARS Lowers Age Bars

MILITARY Affiliate Radio System (MARS), operated by the Defense Dept., has opened its membership to civilian applicants as young as 16 years old. First applicant to be admitted under this policy last week was a 17-year-old Maryland high school senior. Previously only members of the Armed Forces, Reserve Officers Training Corps., National Guard or one of the military reserve programs were accepted if under 21. Some 8,500 volunteer amateur radio stations take part in MARS training and drills. The radio system is set up to alert and integrate stations for official or semi-official use in the initial stage of any disaster or emergency requiring radio communication aid.

Huntley Sues for $200,000

CHET HUNTLEY, ABC radio and tv news commentator, has filed suit for $200,000 slander damages in Los Angeles Superior Court against Mrs. Edward Suchman, club woman and social worker, whom he accused of calling him a Communist. The complaint charges that on many occasions prior to last Oct. 10 Mrs. Suchman told other persons, including some sponsors of news broadcasts that he was giving aid and comfort to the enemy, meaning Russia. At that time, the complaint adds, Mrs. Suchman referred to him as a "dirty, low-down skunk," and said it was her intention to "pull" sponsors away from him.

WFDF
first in FLINT
...rings up sales for YOU!

WFDF has its Finger on the rich Flint market!

Yes, FLINT, MICHIGAN is a RICH market where effective family buying income is MORE THAN 40% HIGHER THAN THE NATIONAL AVERAGE . . . FLINT, the largest GENERAL MOTORS PLANT CITY in the world, is a BIG market (287,000 people) and it's an ACTIVE market ($325,184,000. in retail sales last year)* . . . and WFDF is FIRST in FLINT. To make YOUR sales grow, tell your sales story over busy, bustling WFDF and make SURE of a share of the RICH FLINT MARKET.

* SALES MANAGEMENT
"SURVEY OF BUYING POWER" 1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

Red Hunt in Entertainment Nearly Ended, Says Jackson

INVESTIGATION of alleged communist infiltration into the entertainment field has "just about scraped the bottom of the barrel," Rep. Donald Jackson (R-Calif.), chairman of a House Un-Amercian Activities subcommittee, admitted fortnight ago after a closed one-day hearing in Los Angeles [CLOSED CIRCUIT, Nov. 16]. The hearing, however, did supply several new "identifications," Rep. Jackson said, mainly in radio and tv fields.

Three former radio writers appeared before the investigating group as "cooperative" witnesses. William L. Alland, now a theatrical motion picture producer, testified he had been a member of a "radio cell" of the Communist Party from 1946 to 1949, but quit because he "got fed up feeling like a criminal participating in their activities." Rep. Jackson said three undisclosed names for further investigation had been furnished by Mr. Alland's testimony.

Milton Merlin, 1952 president of Radio Writers Guild, denied Communist Party membership and said he had been "blacklisted" since charges were published that he headed an allegedly communist-dominated organization. He did admit joining various groups later termed communist-front, but stated he severed connections immediately afterward.

Max Nathan Benoff, writer of the former CBS-AM-TV *Life With Luigi* program, who testified last March he had been a Communist Party member for three months and left because it was a "dull outfit," appeared briefly to elaborate on previous testimony.

John Brown, radio-tv actor in CBS Radio's *My Friend Irma*, ABC Radio's *Ozzie and Harriet* and the former NBC Radio's *Life of Riley*, among others, stood on constitutional guarantees of the Fifth Amendment to refuse to answer committee questions.

SECRETARY of Agriculture Ezra Taft Benson (r) presents Joe Kelly, farm and food director of WHDH Boston, with the Corn Criers Bell on behalf of the Agricultural Club of Massachusetts. The award was for Mr. Kelly's promotion of the sale of corn in Massachusetts which resulted in more than 50% sales increase over the preceding year, maintaining the farmers' price at a profitable level, the station said.

Record Cost Planned

WHAT is believed to be the highest initial construction cost for a television station is specified by Hearst Corp.'s WISN Milwaukee in its application for vhf ch. 6 at Whitefish Bay, Wis., filed at FCC last week. Cost specified is $2.54 million, with estimated annual operating cost $1.2 million and revenue estimated "in excess" of that amount. Also seeking ch. 6 there is WMIL Milwaukee, which turned in its permit for uhf ch. 31 [B•T, Dec. 7]. WMIL's construction cost estimate, according to its bid, is $792,000; first year operating cost, $626,000; revenue, $880,000.

Call Letter Shifts Approved For ABC, Storer, Harlingen

CHANGE of call letters of ABC's Los Angeles stations—KECA-AM-FM-TV—to KABC-AM-FM-TV was granted by the FCC late last week. Storer Broadcasting Co., which recently acquired KABC San Antonio where it owns KEYL (TV) was granted call letter change to KGBS-AM-TV while KGBS Harlingen, Tex., becomes KGBT-AM-TV. The latter is paid $7,500 by ABC to defray costs of advertising change [CLOSED CIRCUIT, Nov. 30].

The exchange of call letters will permit ABC to appropriately identify its West Coast stations by the call letter series KABC in the same way that its New York stations are identified by the series WABC. In the San Antonio case, the letters GBS are the initials of its owner George B. Storer.

Lewis Charge Brings Probe

GRAND jury investigation of gambling and sale of liquor to minors in St. Marys County, Maryland, was ordered last Monday by Judge J. Dueley Digges, of state circuit court, following charges on MBS by commentator Fulton Lewis jr. that violations of the law are unchecked in the county.

Judge Digges made the request at the opening session of the December grand jury in Leonardtown, instructing the jury that it is their duty to look into it and report back, taking any action the evidence warranted.

Streibert Gets Deputy

THEODORE C. STREIBERT, director of U. S. Information Agency and former board chairman of MBS, now has a deputy in the USIA. President Eisenhower has appointed Abbott McConnell Washburn as Deputy Director. He was a special assistant to Mr. Streibert before the appointment, which is subject to Senate confirmation in January.

Named to Aeronautics Unit

ANDREW ALFORD Consulting Engineers of Boston has been elected to Radio Technical Commission for Aeronautics membership, it was announced last fortnight. Firm is active in radio aids to air navigation.

UP IN THE CLOUDS ABOUT OUR DOWN-TO-EARTH COST AND COVERAGE IN WESTERN PENNSYLVANIA'S 2ND LARGEST METROPOLITAN MARKET

The Agencies for these shows know the facts:

BISHOP SHEEN	EASTERN PKWY. BOXING	JANE FROMAN
BOB CROSBY	FRED WARING	OMNIBUS
BURNS & ALLEN	JACK BENNY	PERSON-TO-PERSON
CAPTAIN VIDEO	PRIVATE SECRETARY	U. S. STEEL HOUR

. . . . . and many more top-flight programs

CBS TELEVISION NETWORK

MYTHICAL COVERAGE BY FRINGE AREA VHF IS KAPUT! BE ON WARD-TV AND BE IN THE MARKET FOR GOOD.

INTERCONNECTED AFFILIATE . . . ABC and DUMONT NETWORKS

represented nationally by WEED TELEVISION

Am 'Blanket' Area Reduced by FCC

REDUCTION of the blanket interference area around standard broadcast stations has been effected by FCC in making final proposed amendments to its rules and engineering standards. Text of the changes was issued last week.

The revision establishes the 25 mv/m contour, instead of the entire city, as the reference area for determining population percentage in the blanket area. It also specifies 1 v/m (1000 mv/m) as the blanket contour instead of 250 mv/m or 500 mv/m as heretofore. Population in the blanket area may not be more than 1% of the population within the 25 mv/m contour, under the change.

Licensees are required to satisfy "all reasonable complaints of blanketing interference" by listeners within the 1 v/m contour, according to the rules. The changes, which also include amended text for Sec. 4 of the standards, "Locations of Transmitters of Standard Broadcast Stations," become effective 30 days after publication in the *Federal Register*.

Amendments to Part 3 of the rules follow:

1. Sec. 3.14 is amended as follows: Add a new subparagraph (r) as follows:

(r) *Blanketing.* Blanketing is that form of interference which is caused by the presence of a broadcast signal of 1 v/m or greater intensity in the area adjacent to the antenna of the transmitting station. The 1 v/m contour is referred to as the blanket contour and the area within this contour is referred to as the blanket area.

2. Sec. 3.2 is amended as follows: Redesignate subparagraph (g) as (h) and add a new subparagraph (g) as follows:

(g) That the population within the 1 v/m contour does not exceed 1.0 percent of the population within the 25 mv/m contour: *Provided, however,* That where the number of persons within the 1 v/m contour is 300 or less the provisions of this subparagraph are not applicable.

3. Add a new Sec. 3.88 as follows:

3.88 *Blanketing Interference.* The license of each broadcast station is required to satisfy all reasonable complaints of blanketing interference within the 1 v/m contour.

FTC Approves Trade Rule Softening Use of 'Free'

THE Federal Trade Commission Dec. 3 approved a new trade practice rule on use of the word "free" in advertising and other commercial offers which conformed to its statement of Sept. 18 softening its policy on "free" [B•T, Sept. 28].

The Sept. 18 policy was announced in FTC's dismissal of charges against Walter J. Black Inc. of using "free" to describe books given upon purchase of other books. FTC policy up to that time, in effect from early 1948, had restricted use of "free" to offers made with no strings attached.

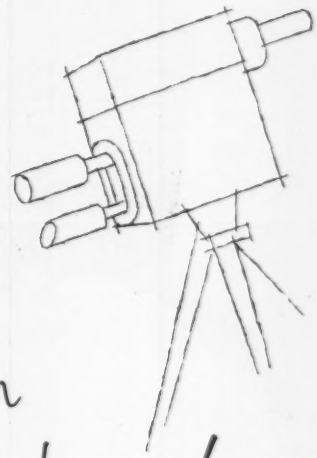
Under the new FTC policy the use of "free" to describe merchandise given upon purchase of other merchandise is a fair trade practice only so long as the advertiser makes such condition clear and conspicuous in his offer.

New Personnel at FCC

SEVEN new attorneys and engineers reported for duty with FCC's Broadcast Bureau fortnight ago. They will work on television and other cases, it was expected. New attorneys are Charles Finley, John H. Vass, Arthur J. Schissel, Earl Walck and Edward Brown. New engineers are Clarence F. Heister and Robert C. Ochs.

Alaska's first market is first with television!

KFIA in Anchorage



brings a rich sales area into focus!

Long nights, limited diversions, bulging payrolls—that's Anchorage, a *natural* for TV selling. It's a booming metropolis that has welcomed television with open wallets.

KFIA has complete studio facilities and "exclusives" on many of the best filmed shows. If you desire, KFIA's staff will help you secure Alaska distributors. Write, phone or wire:

WEED TELEVISION CORPORATION
National Representatives
MOORE & LUND
Seattle and Portland

Affiliated with CBS and ABC TV networks

KFIA
CHANNEL 2
ANCHORAGE

13.8 KW VIDEO POWER
8.32 KW AUDIO POWER

Ready Next Spring: **KFIA's Sister Station, KFIF CHANNEL 2, FAIRBANKS**

RADIO NEWSREEL

INTERMOUNTAIN Network Pres. Lynn L. Meyer signs four year contract with Salt Lake Bee for baseball and with Pioneer League for exclusive re-creation rights. Looking on (l to r) are Claude Engberg, league pres.; Mal Wyman, Intermountain sports dir., and Eddie Lieshman, Bees' owner.

EXCLUSIVE live radio coverage of the Chicago White Sox for the next four years is agreed upon by (seated) Charles A. Comiskey (l), White Sox v.p., and William A. Lee (r), pres. of Chicago Federation of Labor, which owns and operates WCFL. Standing are Martin F. Hogan (l), WCFL gen. mgr., and Bob Elson, who does play-by-plays.

KXOC Chico, Calif., Mgr. Jack Powell watches Pug Kilpatric (r) of Kilpatric's Northern California Grocery Chain sign for 52-week sponsorship of *Notebook of the Old West*, created by W. H. (Old Hutch) Hutchinson (l).

CONTRACT is pacted by National Appliance & Television with WBEL Rockford, Ill.-Beloit, Wis. Sentinel tv sets will be promoted by five weekly newscasts, 20 announcements, Sunday music show, each week. Negotiators (l to r): Warren Anderson, WBEL asst. mgr., and National co-owners Larry Franks, Myron Kullens, Monroe Singer.

GOVERNMENT

Libel, Free Time Issues Explored in WIND Panel

LAW OF LIBEL as it applies to broadcasting and ramifications of the McCarthy free time issue were explored by Northwestern U. panelists on WIND Chicago's Nov. 29 *Forum of the Air*.

The delicate position of broadcasters who are not permitted to pre-censor talks of political candidates but who are liable under state laws for libel uttered was recounted by Donley Fedderson, chairman of the university's radio-television department, who served as moderator. Panelists included Willard Pedrick, professor of law, and Martin Maloney, assistant professor, radio-tv department.

Mr. Fedderson noted an editorial in the B•T Nov. 23 issue and reported that the broadcast industry, as interpreted in the editorial is not pleased with the situation posed by Sen. Joseph McCarthy's (R-Wis.) demand for equal network time to answer former President Truman.

Speaking on the program titled "Character Assassination and the Law of Broadcasting," Prof. Pedrick felt some sort of right of reply is a useful device and suggested an immediate recourse for those who feel they have been libeled over the air. He said the greatest need for this lies in the broadcasting industry.

Prof. Maloney felt the public interest is not greatly served by the right of reply, as in the McCarthy-Truman exchange, and said networks are placed in a confusing and harassing position.

Aeronautics Unit Probes Possible Uhf Interference

INVESTIGATION of areas of possible interference from uhf television to aviation navigation and communication frequencies was decided at a meeting of a special committee of the Radio Technical Committee for Aeronautics in Washington [B•T, Nov. 16].

The Committee organized to (1) search out potential sources of interference to aeronautical signals and (2) gather data on any interference that may arise. The next meeting of the special committee, headed by A. R. Applegarth, National Aeronautical Corp., is in January.

Aviation frequencies believed to be susceptible are the 108-152 mc band (localizer, visual-oral range, communications), 328-335 mc band (glide slope) and 960-1215 mc band (distance measuring equipment). The committee believes spurious radiations from transmitters or receivers may interfere with these bands.

In addition to Mr. Applegarth, the following attended the meeting: H. W. Anderson, R. E. Estes, William Brown and E. B. Poritzky, CAA; A. Skrivseth and Louis Rein, FCC; C. M. Dorsey, Bendix; R. P. Wakeman, DuMont; J. E. Young, RCA; H. G. Towelson, GE, and Vernon Weihe, Air Transport Assn.

Postpones Filter Deadline

BECAUSE a number of television stations have been unable to obtain video frequency filters to properly meet FCC's specifications for upper sideband attentuation, the Commission has issued an order postponing the effective date of the requirement from June 1, 1953, until July 1, 1954. Sec. 3.687 (a) (2) of FCC's rules requires that the field strength or voltage of the upper sideband radiated or dissipated by tv transmitters shall not be greater than minus 20 db for a modulating frequency of 4.75 mc or greater.

AWARDS

CBS-TV Takes 8 of 13 'Look' Video Awards

WINNERS of *Look* magazine's fourth annual tv awards are being announced in the publication's Dec. 29 issue, with CBS-TV taking eight of the 13 winners, NBC-TV taking four, and DuMont one, *Look* spokesmen said last week.

Based on a poll of 1,507 network executives, producers and directors, tv columnists and editors, and agency program directors, the first choices for "best" in the various categories for 1953 were listed as follows:

Dramatic program, *Studio One* (CBS-TV); variety program, *Toast of the Town* (CBS-TV); public affairs program, *See It Now* (CBS-TV); news program, Edward R. Murrow—*See It Now* (CBS-TV); educational program, Ford Foundation Tv-Radio Workshop's *Omnibus* (CBS-TV); children's program, *Ding Dong School* (NBC-TV); sports program, *Blue Ribbon Boxing Bouts* (CBS-TV); comedian or comedy team, Sid Ceasar and Imogene Coca (NBC-TV); quiz or panel program, *What's My Line?* (CBS-TV); master of ceremonies, John Daly (CBS-TV); producers, Fred Coe (NBC-TV); director, Jack Webb (NBC-TV); religious program, Bishop Sheen's *Life Is Worth Living* (DuMont).

Legion 'Americanism' Medals Go To Sarnoff, English

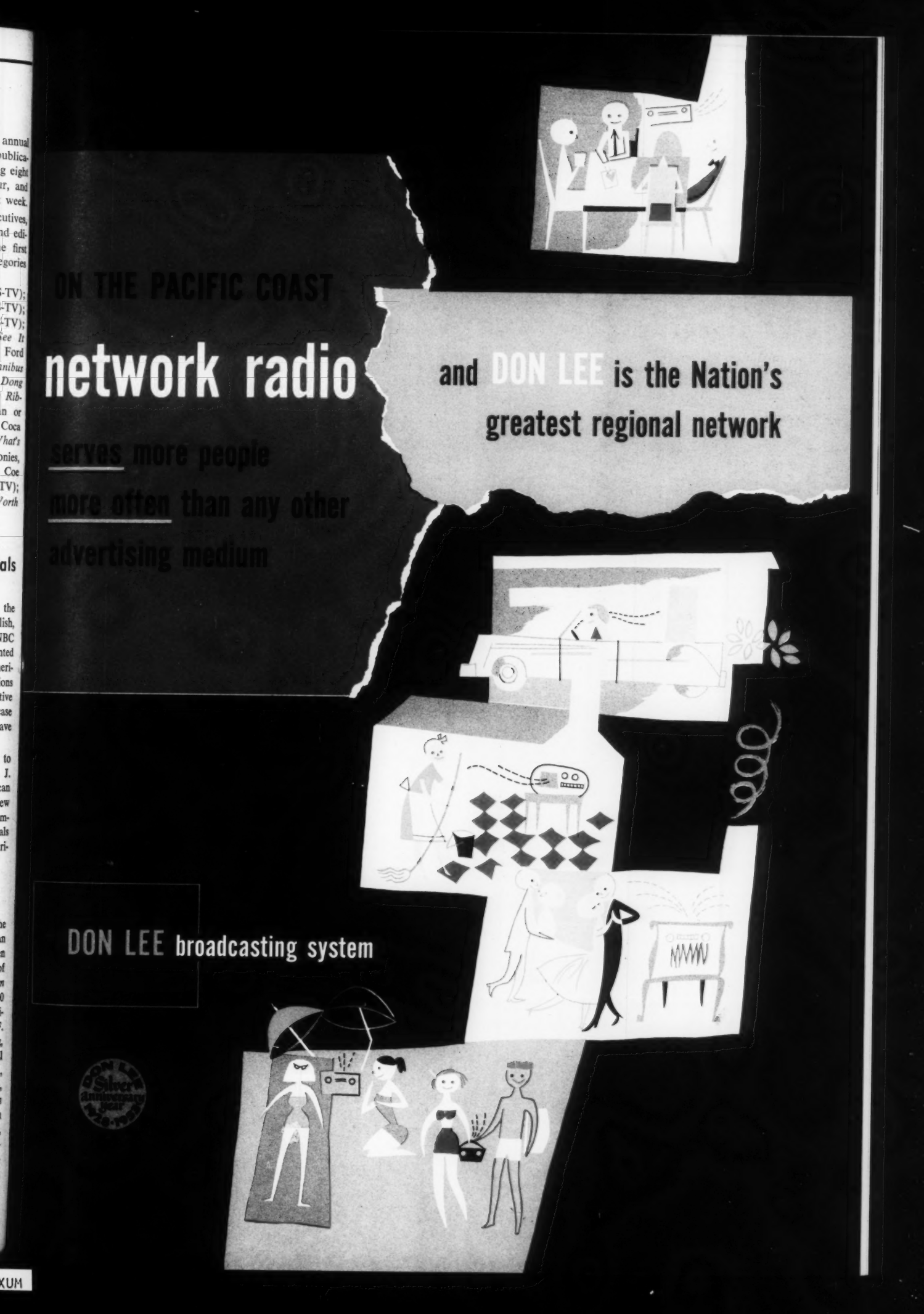
BRIG. GEN David Sarnoff, chairman of the boards of RCA and NBC, and Richard English, producer and narrator for *Last Man Out* (NBC Radio, Sun., 10-10:15 p.m. EST) were presented with gold medals and citations from the American Legion last Wednesday for contributions made by that program to "strong and positive Americanism." The series dramatizes case histories of leading communists who have broken with the party.

Presentations of the citations were made to Gen. Sarnoff and Mr. English by Arthur J. Connell, national commander of the American Legion, on behalf of the Legion's units in New York and Washington. The District of Columbia Legion also made available the gold medals for "outstanding service in the cause of Americanism."

First Prize to WVJS Show

FIRST prize in the radio-tv category in the 1953 nationwide contest held by the American Institute of Laundering, Joliet, Ill., has been awarded to The Troy Laundry and Cleaners of Owensboro, Ky., for its *Troy Laundry Program* on WVJS there. Station says more than 2,000 laundry firms competed. Judges in the competition, held in Los Angeles, were William F. Brown, associate professor of marketing, UCLA's School of Business Administration; El Thomas, manager, Advertising Service Dept., *Los Angeles Times*, and Mary Thompson, BBDO's Los Angeles office. The show features popular-classical music with commercials given in the "gentle" mood of the program's format, station said. It is heard Monday through Friday, 9 a.m., produced by Larry Adams, program director, and announced by Malcolm Greep, general manager.

XUM


ON THE PACIFIC COAST
network radio
serves more people
more often than any other
advertising medium
and DON LEE is the Nation's
greatest regional network
DON LEE broadcasting system

DON LEE OFFERS MORE

MORE STATIONS — With 45 strategically located radio stations DON LEE offers maximum Pacific Coast penetration that no other medium can touch.

MORE ECONOMY — DON LEE delivers more sales impressions per dollar. Each of DON LEE'S 45 stations was designed to give its market the most complete and efficient coverage at the lowest possible cost.

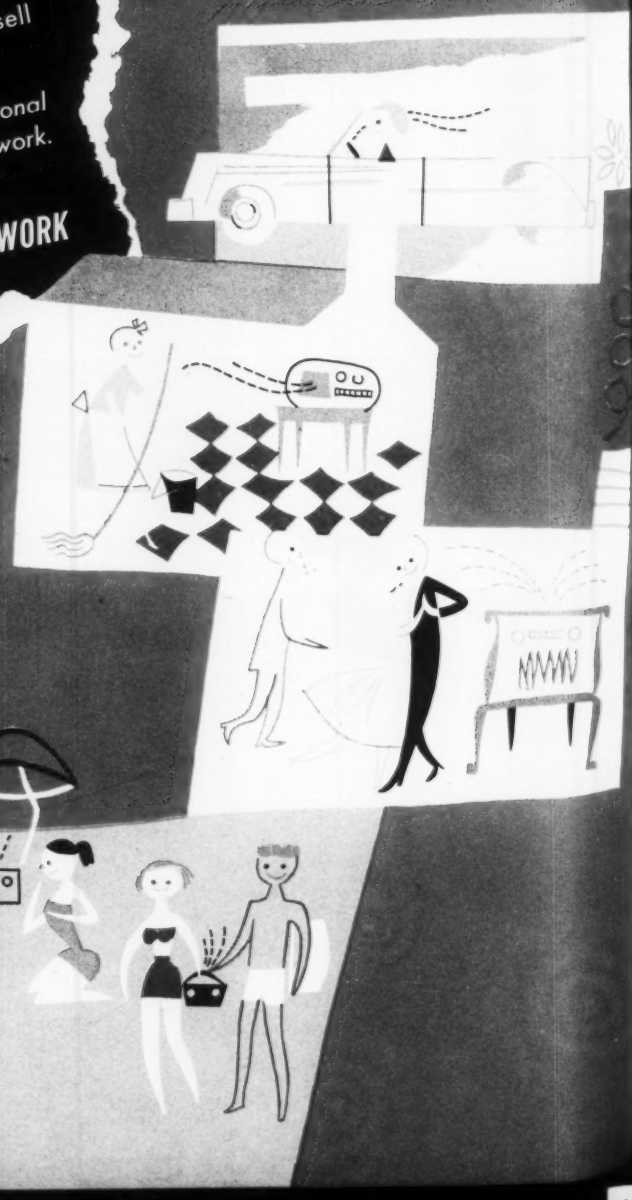
MORE FLEXIBILITY — With DON LEE you can tailor your selling to your distribution. Buy only as much coverage as you need — one market or the entire Pacific Coast.

MORE INFLUENCE — DON LEE can release your sales message from a local outlet in each of 45 important markets (21 of them where DON LEE has the ONLY network station). These stations are members of their communities, with strong local influence. You sell where the people live and buy.

That's why DON LEE consistently carries more regional Pacific Coast business than any other radio network. People who know the Pacific Coast best use . . .

THE NATION'S GREATEST REGIONAL NETWORK

no other advertising medium sells as many Pacific Coast people in so many places at such low cost as DON LEE



Mutual
DON LEE
BROADCASTING SYSTEM

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by
JOHN BLAIR & COMPANY

TOTAL TVs AT 331, 30 MORE SOON

Stations on the air continue to mount as a new group of four vhf outlets are slated to be on the air through Dec. 13. Three cities get their first home tv outlet.

OPERATING tv stations totaled 331 last week, 218 vhf and 113 uhf, with 30 more, 20 vhf and 10 uhf, scheduled to get underway before the year is out.

Five stations, all vhf, were slated to begin operation Dec. 11 through 13:

KOAM-TV Pittsburgh, Kan., vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency.
KHOL-TV Kearney, Neb., vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc.
KOMO-TV Seattle, Wash., vhf ch. 4 (NBC), represented by George P. Hollingbery Co.
WEAU-TV Eau Claire, Wis., vhf ch. 13 (NBC, ABC, DuMont), represented by George P. Hollingbery Co.
KTVA (TV) Anchorage, Alaska, vhf ch. 11 (NBC, DuMont), represented by Hugh Feltis & Assoc.

This gives Pittsburg, Kearney and Eau Claire their first home video outlet, while Seattle and Anchorage get their second.

Studio and live camera equipment of KTVA are General Electric and transmitter is DuMont. A. G. Hiebert, president-general manager, announced, adding "we have been astounded by the absence of engineering problems."

KHOL-TV expects to be interconnected with AT&T to receive network programs by Feb. 1, Duane L. Watts, station manager, reported.

WAIM-TV Anderson, S. C. (ch. 40), also expects to begin regular programming tomorrow as the basic CBS-TV affiliate in the Anderson-Greenville area, Wilton Hall, president, reported. Democratic Sens. Olin D. Johnston and Burnet R. Maybank, both South Carolina, will make guest appearances on the dedicatory program, he said.

Asbury Park Tower

Erection of a 465-ft. tower by WRTV (TV) Asbury Park, N. J., is set to begin this week, Harold C. Burke, vice president in charge of operations, reported. The uhf ch. 58 outlet which will cover Monmouth, Ocean and Middlesex counties he said, will start regular operation early next month.

WSTV-TV Steubenville, Ohio, reported AT&T crews are at work installing microwave equipment for its Christmas Eve debut. The station, on ch. 9, will feature CBS-TV programs.

The construction of WMGT (TV) Adams, Mass. (ch. 74), transmitter building atop Mt. Greylock has been completed, the station said. The first outlet for that city is slated to begin commercial programming later this month.

Change in antenna and transmitter site, now before the FCC, has postponed the starting date of WCMB-TV Harrisburg, Pa. (ch. 27), from Dec. 15 to March 1, Ed K. Smith, general manager, said.

WSIL-TV Harrisburg, Ill. (ch. 22), started commercial operation Dec. 6, the station reported.

WTOV-TV Norfolk, Va. (ch. 27), which started programming Dec. 2, features ABC and DuMont network shows as well as local programs, Tom Matthews, program director, announced.

Stations due on the air in the next 30 days are:

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 15.

CALIFORNIA

KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Dec. 15 (granted STA Dec. 1).

COLORADO

KOA-TV Denver, vhf ch. 4 (NBC), represented by Edward Petry & Co., Dec. 24.

CONNECTICUT

WNLC-TV New London, uhf ch. 26, December '53.

FLORIDA

WINK (TV) Fort Myers, vhf ch. 11, represented by Weed Tv, December '53.

WJHP-TV Jacksonville, uhf ch. 36, represented by Perry Assoc., December '53 (granted STA Nov. 30).

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 15.

IDAHO

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Perna, Dec. 20.

INDIANA

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Dec. 15.

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Dec. 13.

LOUISIANA

KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Dec. 15.

MAINE

WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 16 (began test patterns Dec. 2).

MARYLAND

WBOC-TV Salisbury, uhf ch. 16, Dec. 25.

MASSACHUSETTS

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co., Dec. 25.

MICHIGAN

WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Jan. 1 (granted STA Sept. 29).

WKAR-TV East Lansing, uhf ch. *60, Jan. 1.

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 28 (granted STA Oct. 19).

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., December '53.

KDRO-TV Sedalia, vhf ch. 6, Jan. 1.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Dec. 13 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, January '54.

NEW YORK

WTRI (TV) Schenectady, uhf ch. 35, Jan. 15.

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec 15.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 20.

OHIO

WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co., Jan. 1.

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 24 (granted STA Sept. 16).

WUTV, (TV) Youngstown, uhf ch. 21, represented by Edward Petry & Co., Jan. 1.

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 20 (granted STA Nov. 13).

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Jan. 1.

OREGON

KPIC (TV) Salem, uhf ch. 24, Dec. 15 (granted STA Aug. 4).

PENNSYLVANIA

WQED (TV) Pittsburgh, vhf ch. *13, Jan. 1.

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Jan. 1.

SOUTH CAROLINA

WAIM-TV Anderson, uhf ch. 40 (CBS), repre-

A TV STATION goes into am as contract for radio broadcast equipment is handed by W. D. (Dub) Rogers (c), president of KDUB-TV Lubbock, Tex., to Bill Brady, sales engineer, Gates Radio Co. Looking on is Rudy Starnes, chief engineer of KDUB-TV, licensee of which recently was granted am facilities on 1340 kc with 250 w, fulltime.

Winds Stymie Stations

STRONG WINDS that swept across the neighboring states of Colorado and Wyoming last week toppled the television towers of two stations that are due to begin operations this month.

In Denver, the 300-ft. tower of KOA-TV, located atop Lookout Mt., crumpled to the ground Dec. 6, causing some damage to the transmitter building, after 80-miles-per-hour winds lashed the mountain top. Three operating stations there, KFEL-TV, KLZ-TV and KBTV (TV), had to suspend programming momentarily at various times because of interruptions caused by the windstorm. Damage of tower and buildings have been estimated at $25,000.

KFBC-TV Cheyenne, Wyo., saw 100-ft. of its planned 500-ft. tower collapse Dec. 8 as high winds which continued to plague the two-state area, brought down the tower that is in construction. No damage to transmitter building or other equipment was reported.

KOA-TV and KFBC-TV are to begin operations by Christmas. Don Searle, KOA-TV executive vice president-general manager, reported that around-the-clock repairs and equipment installation will enable the station to meet its target date. KFBC-TV is rebuilding its tower in anticipation of a Christmas debut, William C. Grove, manager, said.

sented by Burn-Smith Co., Dec. 15 (begin test patterns Dec. 2).

WGCT (TV) Greenville, vhf ch. 4 (NBC), represented by Weed Tv Inc., Jan. 1.

TENNESSEE

WLAC-TV Old Hickory (Nashville), vhf ch. 5, Jan. 1.

TEXAS

KMID-TV Midland, vhf ch. 2 (NBC), represented by O. L. Taylor Co., Dec. 15.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Dec. 15.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Jan. 15.

WASHINGTON

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co., Dec. 11 (granted STA Nov. 13).

KVAN-TV Vancouver (Wash.)-Portland (Ore.), uhf ch. 21, Jan. 15.

WEST VIRGINIA

WJPB-TV Fairmont, uhf ch. 35, represented by Gill-Perna Inc., Jan. 1.

WISCONSIN

WEAU-TV Eau Claire, vhf ch. 13 (NBC, ABC, DuMont), represented by George P. Hollingbery Co., Dec. 13.

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Dec. 15.

WYOMING

KFBC-TV Cheyenne, vhf ch. 5 (CBS), Dec. 25 (granted STA Dec. 3).

ALASKA

KTVA (TV) Anchorage, vhf ch. 11 (NBC, DuMont), represented by Hugh Feltis & Assoc., Dec. 11 (granted STA Dec. 1).

HAWAII

KULA-TV Honolulu, vhf ch. 4, Jan. 1.

PLANS for completion of a 1,025-ft tower for WHB-TV Kansas City by May 1954 are under discussion here by: (l to r) seated, John A. Costelow, John A. Costelow Inc., Topeka, contractor who also built towers for WDAF-TV Kansas City and KLZ-TV Denver; John T. Schilling, WHB-TV vice president and general manager; Henry Goldenberg, chief engineer; standing, Mori Greiner, WHB-TV station director, and Donald D. Davis, president of WHB-TV.

WOOD-TV Trades Channels, Goes to Maximum Power

WOOD-TV Grand Rapids, Mich., switched from vhf ch. 7 to ch. 8 last Tuesday and increased effective radiated power from 28 kw to full 100 kw. The channel change was one of 30 ordered by FCC in its final reallocation.

WOOD-TV's ch. 8 operation is from a new tower and transmitter installation 12 miles northeast of Grand Rapids. The new 1,000-ft. tower is on a hill 873 ft. above sea level. The antenna system cost $100,000. In the new $75,000 transmitter building is all new RCA equipment costing $300,000.

Unique feature of the change-over, according to WOOD-TV's chief engineer, Louis Bergenroth, was dual operation on both chs. 7 and 8 from Dec. 1-8 under special FCC authority in order to help set owners and servicemen in receiver adjustment.

Milwaukee Claims Top U.S. Set-Converter Sales

MILWAUKEE is the "top market of the nation" in sales of tv sets and uhf converters, reports the *Milwaukee Journal* (WTMJ-TV vhf ch. 4), which credits the advent of two uhf stations there, WCAN (ch. 25) and WOKY-TV (ch. 19), with causing the continued brisk set sales in that area.

A dropoff of tv set sales elsewhere over the nation, said to have been caused by anticipation of color television, has been reported in a survey by the AP. Tv set production was higher for the first nine months of 1953 than in any preceding similar period, according to RETMA tabulations.

KOKO Makes Its Debut, Groups with KUDL, KDKD

KOKO Warrensburg, Mo., was scheduled to go on the air last Thursday to form a new regional network in Missouri with KUDL Kansas City and KDKD in Clinton, according to David M. Segal, who owns KUDL, and with Lee E. Baker owns KDKD and KOKO.

KOKO, on 1450 kc with 250 w, is serviced by AP news and RCA Thesaurus library, Mr. Segal said. KOKO program manager is Lonnie Licata. C. L. Parks is commercial manager.

WRGB (TV) Plans Ch. Shift

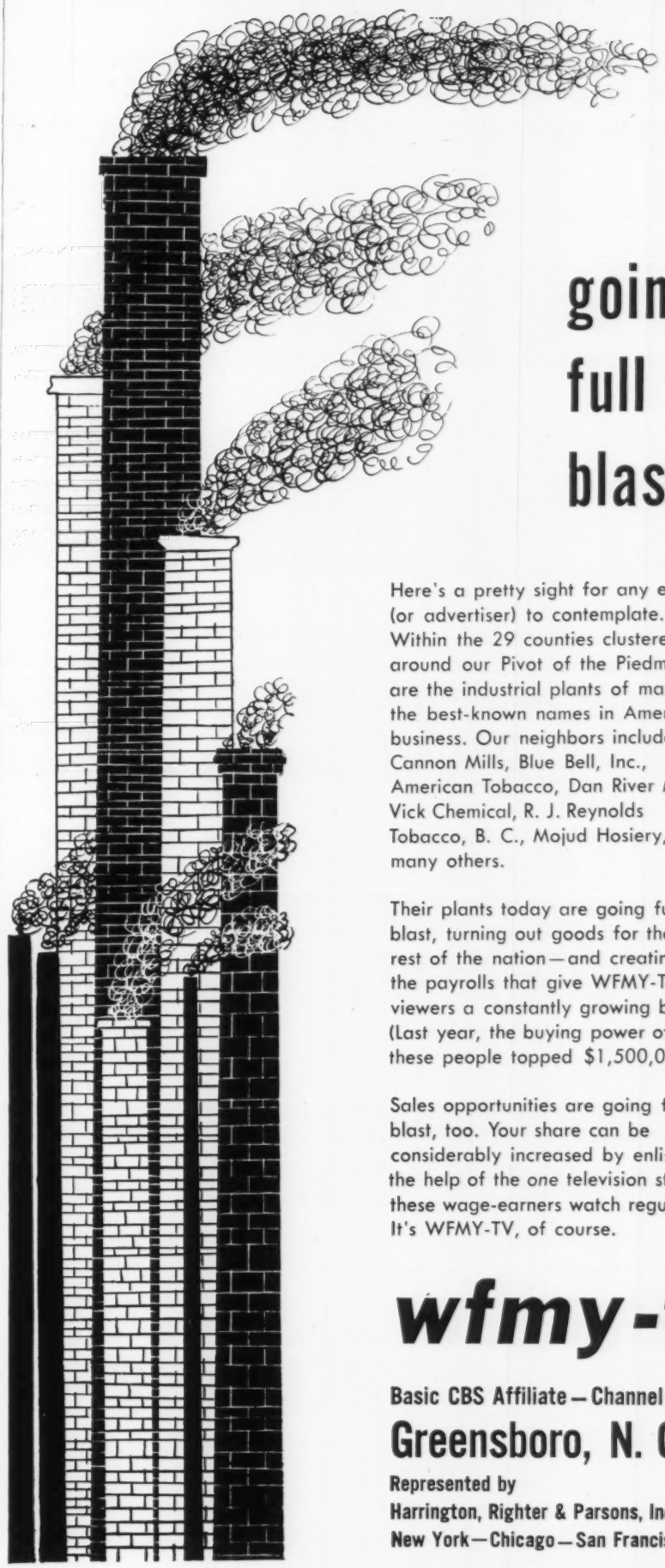
WRGB (TV) Schenectady, N. Y., plans to shift from its present vhf ch. 4 to vhf ch. 6 on Jan. 4, it was announced last Wednesday by Robert B. Hanna Jr., General Electric Co. manager of broadcasting. At the same time, WRGB will put into operation a new transmitting tower and antenna three times as high as the present antenna, according to W. J. Purcell, manager of engineering for GE broadcasting stations.

WNHC-TV Testing Ch. 8

WNHC-TV New Haven conducted a test of its new ch. 8 transmitter last Monday night in conjunction with a half-hour telecast on its ch. 6 facilities. According to Station Manager Edward C. Obrist, some 1,000 telegrams and calls were sent to the station, 88% of which reported that reception on ch. 8 was "excellent." Station officials said, however, that "many more adjustments must be made to the ch. 8 transmitter" before they will be prepared to call the tests "successful." Station plans a program on Wednesday titled *What's With Channel 8?* to keep viewers informed as to progress made toward its permanent transfer to ch. 8.

WLBK Charts Programs

WLBK DeKalb, Ill., held a two-hour sixth anniversary and re-dedication program Dec. 13. This signaled the start of a new program schedule and community service policies, George C. Biggar, president and general manager, announced last week. Mr. Biggar, who took over active management of the station Nov. 13, has inaugurated a news-on-the-hour policy, a daily children's program and stepped-up farm programming. Community discussion and quiz programs are planned.



going full blast!

Here's a pretty sight for any economist (or advertiser) to contemplate. Within the 29 counties clustered around our Pivot of the Piedmont are the industrial plants of many of the best-known names in American business. Our neighbors include Cannon Mills, Blue Bell, Inc., American Tobacco, Dan River Mills, Vick Chemical, R. J. Reynolds Tobacco, B. C., Mojud Hosiery, and many others.

Their plants today are going full blast, turning out goods for the rest of the nation—and creating the payrolls that give WFMY-TV viewers a constantly growing bankroll. (Last year, the buying power of these people topped $1,500,000,000.)

Sales opportunities are going full blast, too. Your share can be considerably increased by enlisting the help of the one television station these wage-earners watch regularly. It's WFMY-TV, of course.

wfmy-tv

Basic CBS Affiliate—Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

Arthur Church Jr. Named To KMBC-AM-TV Board

PROMOTIONS and changes in the officers of Midland Broadcasting Co., owner of KMBC-AM-TV Kansas City, Mo., were announced last week by Arthur B. Church, president. Included in the promotions were those of Arthur B. Church Jr. to secretary and member of the board of directors.

Mr. Church Jr.

Noland Franz was raised to treasurer and Catherine Kennedy to assistant secretary. Depuy G. Warrick, director and counsel for many years, was elected vice president, while George J. Higgins, vice president-managing director, also was named to the board of directors.

Construction has begun on the 1,000-ft. antenna tower of Midland's KMBC-TV at a site adjacent to that of the proposed transmitter building, it was announced. The television plant is expected to be completed "by late spring or early summer."

Radio Outpaces Horse In Younts' Court Win

RADIO received judicial recognition as an important news medium and Jack S. Younts, president-general manager of WEEB Southern Pines, N. C., escaped jail sentence or fine last fortnight in Moore County Recorders Court, North Carolina.

Judge J. Vance Rowe adjudged Mr. Younts not guilty of a charge of careless and reckless driving after a four-hour trial. The defendant had been charged with violating a 1907 state law forbidding motorists from passing horses at more than eight miles an hour [B•T, Nov. 23].

Mr. Younts had driven the WEEB station wagon to the scene of a fatal accident Nov. 17 in which 15 paratroopers were killed by a plane that went out of control. A B•T article reporting Mr. Younts 10-hour job as the first reporter on the scene, and his subsequent arrest on a charge filed by vacationists out for a canter, was read into the court record.

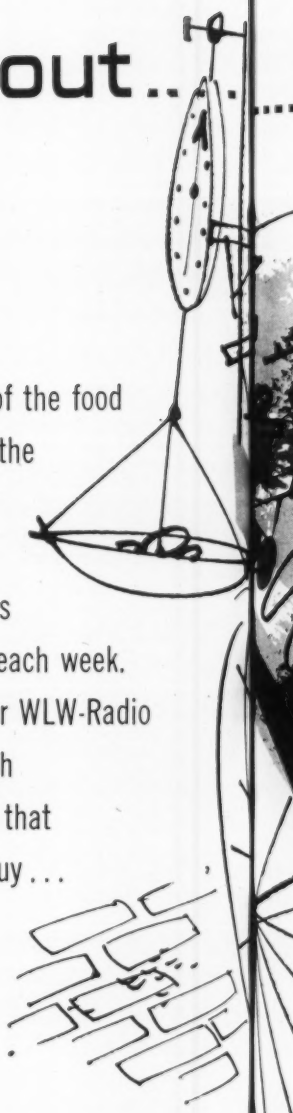
Judge Rowe ruled Mr. Younts had the right as a broadcast newsman to hurry to the disaster scene, adding that the plaintiffs should have left the road when they heard his deputy-sheriff's siren on the WEEB vehicle. The court commended him for his role in offering relief at the disaster scene and then collecting as well as making the facts available to all news agencies and to the world.

WTMJ-TV Sets New Rates

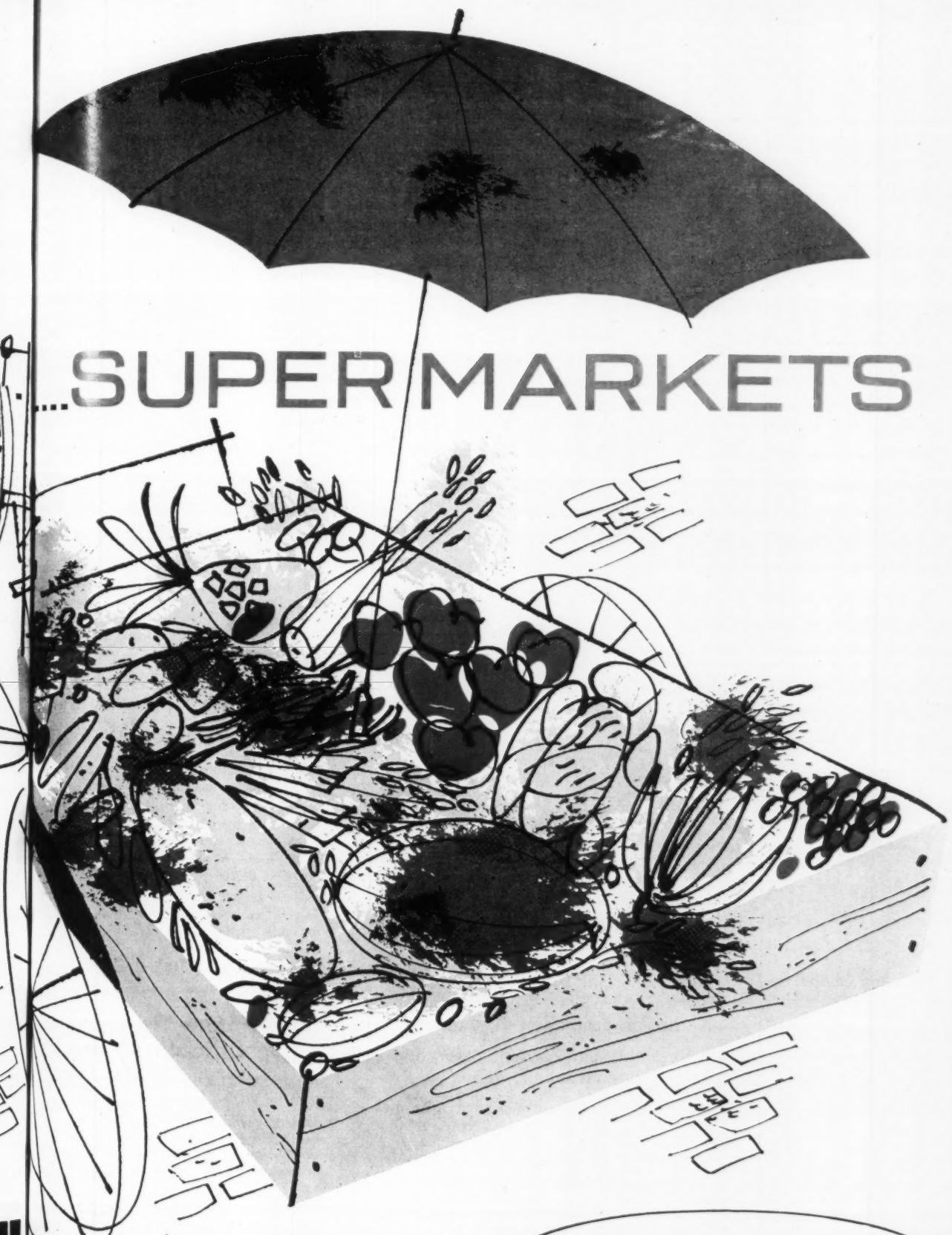
WTMJ-TV Milwaukee has issued its General Rate Card #14 and Retail Rate Card #2, both effective Jan. 1, 1954. In the general rate card, charges for Monday through Friday, 6-11 p.m., and Saturday and Sunday, noon-11 p.m., range from one-time rates of $180 (one minute or less) to $1,050 (one hour). In the retail rate card, the same segment cost ranges from $150 to $875.

talk about...

Want to do a great percentage of the food and drug business in 1/10th of the nation? That's the sales record of chains who contractually display in their high traffic aisles WLW-Radio advertised products each week. No pushcart methods in 1953 for WLW-Radio advertisers. Just hard-selling cash register-ringing product displays that are available to you when you buy...



WLW



....SUPER MARKETS

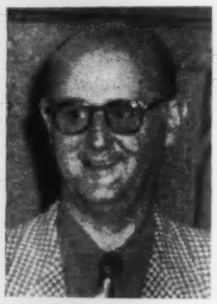
.....radio
the nation's most merchandiseable station

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • ATLANTA • CHICAGO • HOLLYWOOD

LEE JACOBS DIES AFTER AUTO CRASH

LEE W. JACOBS, 53, president of Inland Radio Corp. operating three Oregon stations, died last Monday from injuries received in an auto accident. Mr. Jacobs had been an NARTB board member-at-large, representing small stations, since April 1952.



Mr. Jacobs

The accident occurred just 15 miles east of his home in Baker, Ore., as he had started driving to Twin Falls, Idaho, to address the Monday meeting of Idaho Broadcasters Assn. (see story page 42). Mr. Jacobs' car skidded off the snowy highway and he was knocked unconscious.

Taken to a hospital in Baker, he recovered consciousness Monday but remained in a serious condition with a series of bone fractures and internal injuries.

He appeared to be rallying, but died Tuesday from lung congestion.

Born in Alameda, Calif., he was a World War I veteran. He moved to Baker in 1944, having managed KFJI Klamath Falls, Ore.

Surviving are his widow; a daughter, Mrs. Barbara Lockwood; his mother, Mrs. Mary Jacobs; a grandson, and a brother, M. L. Jacobs.

His affiliations included the Elks, American Legion, Rotary, Delta Tau Delta fraternity and Sigma Delta Chi, journalism fraternity. He was a journalism graduate of Oregon U., class of 1922.

Funreal services were held at 2 p.m. Friday in St. Stephens Episcopal Church, Baker. The remains were taken to Portland for cremation.

Mr. Jacobs formed Inland in 1944 with the late State Senator Marshall Cornett. Inland acquired KBKR Baker and KLBM La Grande, Ore., and two years later built KSRV Ontario, Ore.

During the late 40s he was a member of the former NAB Unaffiliated Stations Executive Committee which carried on the fight to assure independents their place in association affairs.

Smith Leaves KFOR-AM-TV

GEORGE X. SMITH, vice president-general manager of Cornbelt Broadcasting Corp., licensee of KFOR-AM-TV Lincoln, Neb., has resigned after more than three years with the corporation, the station announced last week.

During that time, Mr. Smith was manager of KFOR and of KFOR-TV when it went on the air last May 31. Before then he served as treasurer of Cornbelt and was associated earlier with Central States Broadcasting Co. (KOIL) Omaha and the Twin Cities Broadcasting Co. (WDGY) Minneapolis. His future plans have not been announced, nor has a successor been named to the post.

Charles C. Warren, WCMI Manager, Killed in Wreck

FUNERAL SERVICES were held last Monday in Ashland, Ky., for Charles C. Warren, 53, stockholder and general manager of WCMI AM-FM that city, with burial Thursday at Glendale, Calif. Mr. Warren, a past president of Kentucky Broadcasters Assn., was killed in an automobile accident Dec. 5 near Ashland.

Mr. Warren

With WCMI the past 11 years and general manager for seven, Mr. Warren was a former vaudeville actor and had been in radio since 1927. He had served with NBC, CBS, WBBM Chicago, WGAR Cleveland, WGY Schenectady, WCOL Columbus, Ohio, and stations in New York City, Toledo, Dayton, Louisville and Tulsa.

He was a city commissioner in Ashland, a business and civic leader.

Survivors are his wife, Winifred, two brothers, Ralph R. and Dwight, both of Los Angeles, and a sister, Mrs. Elsie Allen, Santa Rosa, Calif.

KNBH (TV) New Rate Card Inaugurates Class AA Time

KNBH (TV) Hollywood rate card No. 7 went into effect Dec. 1 with all discount structures unchanged, except for participating announcements. Inaugurated is Class AA time (7:30-10:30 p.m., Mon-Sat., 6-10:30 p.m., Sun.) at $2,000 per hour. Class A time (7-7:30 p.m. Mon.-Sat., 10:30-11 p.m. daily) is $1,215 per hour. Class A time was listed on rate card No. 6 at $1,700 for 7-10:30 p.m. daily.

Class B time (6-7 p.m., Mon.-Sat.) remains $1,100 per hour. This classification formerly included 10:30-11 p.m., Mon.-Sun., 1-7 p.m. Sun. Class C time (all other operating times) goes from $600 to $750 per hour.

Empire State Transmitting Begun Officially by WOR-TV

BEGINNING of regular transmitting operations by WOR-TV New York from the tower atop the Empire State Bldg., starting last Saturday was announced last week by Thomas F. O'Neil, president of General Teleradio Inc., licensee of the station.

Power Boosted

With the move, the station will increase its power from 22 kw to about 165 kw, representing an eight-fold boost in power. WOR-TV also will have new studio facilities on the 83d floor of the building for news and special events programs.

The station previously transmitted from North Bergen, N. J., and will retain its tower there as auxiliary facilities.

New WJAS AM & FM

MONEY -THE ~~SUNNY~~ SIDE OF THE DIAL

sells your product 35 different ways!!

★ Top Talent!!—Herb Morrison, Bill Brant, Barry Kaye and Hilary Bogden daily from sign-on to sign-off. Station promotion all day long!

★ Public Transport—Dash-cards and car-cards carry your message to a huge traveling audience.

★ Billboards—identifies your product and program along important traffic arteries.

PLUS . . . *27 sensational merchandising services in leading Pittsburgh area super-markets.*

Get all the facts today!

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

NEW YORK STATIONS RETURN TO NORMAL

Stations report billings up during the strike, but are reluctant to discuss figures. Lack of availabilities cuts off 'considerable' revenue.

RADIO and television stations in the New York area returned to normal news programming last Wednesday following the end of the strike of six major New York daily newspapers on Tuesday. Stations generally had doubled the amount of time normally allocated to news during the period the strike was in progress [B•T, Dec. 7, also see Russell survey story, page 37].

Although stations acknowledged billings had increased materially as a result of the strike, most were reluctant to release figures. It was reported by spokesmen at many of the stations that the scarcity of availabilities cut off "considerable" revenue that might have been obtained, but this condition varied from station to station. Many stations said some advertisers were continuing with radio or television beyond the strike period, but it was "too early" to state whether they could be converted to regular advertisers.

A check revealed there were fewer availabilities for television than for radio, although several tv stations opened at hours earlier than usual to provide fuller news reports.

Turn Aways

All radio and tv stations said they were forced to "turn away considerable business," and gave preference to advertisers who had used the media in the past.

Largest amount of business by stations reporting their billings was on WNBC and WNBT (TV) New York. A spokesman said these two outlets grossed more than $35,000 each during the strike period.

Bill Crawford, WOR New York sales manager, estimated that station gained about $35,000 in extra billings as a result of the strike. He added the station sold a number of spot announcements to the newspapers shortly after the dispute was settled. A spokesman for WMCA New York said the station had added about $30,000 in the 11-day period.

Tv Newsmen Going Up

TELEVISION newsmen in New York may now use the front entrance and the passenger elevator in covering news events at major hotels. The Radio, Newsreels, Television Working Press Assn. of New York reported last week that the board of directors of the Hotel Assn. of New York City had voted favorably on a request from the news association for front-entrance and passenger elevator privileges. A letter from Chester Burger, president of the news group, had pointed out that certain hotels had insisted that newsmen use the freight entrance. The hotel association represents all the major hotels in New York.

Now NBC SPOT SALES will bring you our story!

Effective January 1, NBC Spot Sales will be telling you the facts that have made WAVE one of the truly outstanding regional radio buys in America.

It's brief and simple. To cover the entire State of Kentucky, you need many of the State's 51 radio stations. But you can cover the compact Louisville Trading Area with WAVE *alone*—reach 59.8% of the State's drug sales, 57.5% of its automotive sales, 51.3% of its food sales—with one medium-priced station.

No matter how you look at it, WAVE is the one best radio buy in Kentucky. Ask NBC Spot Sales for detailed analysis.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *National Representatives*

WEEU-AM-TV HOST TO 40 TIMEBUYERS

APPROXIMATELY 40 timebuyers representing 27 major advertising agencies in New York and Philadelphia, and members of the trade press, were guests Dec. 2 of WEEU-AM-TV Reading, Pa., to inspect the facilities and tour the area.

The group was flown to Reading in a chartered plane and met at the airport by Thomas E. Martin, executive vice president and general manager of the Hawley Broadcasting Co., licensee of the stations; Ewart Blain, director of sales for WEEU-TV; Harold Schearer of the engineering staff; George Carroll, program director, and Richard Creitz, advertising manager.

The guests inspected the WEEU-TV transmitter and the radio and television studios, which included a main tv studio 75 feet long and equipped with a 90-ft. mobile trolley for lights and a dimmer control board. After lunch the group was taken through the city to view the reception of the stations from dealer's and department store showrooms. The tour wound up with a cocktail party and dinner at Berkshire Country Club. Hawley Quier, president of Hawley Broadcasting Co., and Dr. Harrison F. Flippin, vice president of Reading Eagle Co., joined the executives at the club.

Open House

Two weeks ago the station held open house for the public, and approximately 2,000 persons per night appeared to inspect the studios, control booth, film projection room, stage area and scene shop.

Timebuyers on last week's tour were: Dick Trea, Benton & Bowles; Mary Dwyer, Kenyon & Eckhardt; Pat Lattanzi, William Weintraub & Co.; Adelaide Hatton, Joe Lincoln and Tom Lynch, all of Young & Rubicam; Jerry Mulfese, Warwick & Legler; Allan Ramsey, Foote, Cone & Belding; George Polk, Ted Wallower, Ken Kunhardt, Jerry Zucker, and Grace Stewart, all of BBDO; Jack White, Biow Co.; Ann Janowicz, Hewitt, Ogilvy, Benson & Mather; Keith Shaffer and Hal Davies, Erwin, Wasey; Jon McCorkle, Sullivan, Stauffer, Colwell & Bayles; Cliff Botway, Donahue & Co.; Chet Slaybaugh, Morse International; Bill Murphy, Benton & Bowles; Jeanne Bahr, Compton Adv.; Sally Reynolds, Scheidler, Beck & Werner; Allan Sachs and Frank Marshall, both J. Walter Thompson Co.; Elaine Sloat, N. W. Ayer & Son; Murray Roffis, Maxon Inc.; Michael Donovan, McCann-Erickson; Irene Marsh, D'Arcy Adv.; Bernie Rasmussen, Fuller & Smith & Ross; Alice Mooney, Richard A. Foley Adv.; Al Sessions, Al Paul Lefton Co., and Al Fingerman, E. W. Greenfield, Inc.

Also attending were Ralph Broitman, Barry Keit, Jack Clark, Robert S. Dome and Guy Capper, all of the Headley-Reed Co., national sales representative for the stations.

PLANS for an expected March debut of increased power at WDIA Memphis from 250 w to 50 kw are prepared at a conference of station executives [B•T, Dec. 7]. L to r: David James, productions director; Nat D. Williams, program consultant; Christine Spindel, continuity chief; Willa Monroe, advisor on women's programs, and Bill Anderson, chief announcer. WDIA claims when the power increase is put into effect, about March 1, the station will become the first 50-kw outlet to be broadcasting exclusively to the Negro market. The broadcast day will be 21 hours, it was explained. Bert Ferguson, manager and co-owner, noted, "We are determined to not only protect our lead, but actually to become by all odds the most complete, the biggest, the most successful broadcasting service for Negroes in the world." A new transmitter building is under construction.

WABD (TV) Holds Sales Meet With Avery-Knodel Staffers

AN all-day sales meeting was conducted in New York last Tuesday by DuMont's WABD (TV) New York for out-of-town members of Avery-Knodel, national advertising representatives for the station. It was said to be the first time a local tv station had conducted a sales clinic for such a group.

The clinic, which outlined present activities and future plans with respect to programming, sales and promotion, was directed by Norman Knight, general manager of WABD, and Lewis H. Avery, Avery-Knodel president.

Other members of the station staff in attendance were Donald H. McCannon, assistant manager of the broadcast division and director of DuMont's owned-and-operated stations, and Werner Michel, executive producer for WABD and DuMont.

Avery-Knodel executives who attended included: J. W. Knodel, vice president; Arthur H. Sherin Jr., television sales manager; B. P. Timothy, secretary and midwest sales manager; David H. Sandeberg, director, San Francisco office; Charles C. Coleman Jr., Altanta; William L. Snyder, Chicago, and Samuel F. Jackson and Thomas J. White Jr., New York.

$350,000 in WCBS Sales

COMPLETION of sales estimated at $350,000 to four sponsors of radio programs on WCBS New York was announced last week by Henry Untermeyer, the station's sales manager. New advertisers are the Lincoln-Mercury Dealers of America, Borden Co., Metropolitan Life Insurance Co. and the Hebrew National Kosher Sausage Co.

Weed Sees Top Year For Spot Tv in 1954

PREDICTION that 1954 will be the "greatest year in spot tv" was expressed last fortnight by Joseph J. Weed, president of Weed Television, station representative firm.

"Not only will there be more stations going on the air," Mr. Weed said, "but the huge number of transmitters launched in 1953 will be in full operating stride with proven market data and coverage effectiveness. Particular gains will be noted in uhf which, in 1954, will have greater public acceptance in markets where set owners were slow to conversion."

Mr. Weed voiced the belief sponsorship of local programs by national advertisers will increase in 1954, pointing out that through local shows, sponsors can have "full program identification not now offered by divided and fractionalized network programs offering just segments and announcements to time buyers."

TIME out is taken by this group during the WEEU-AM-TV Reading, Pa., special open house for out-of-town agency and trade press guests. They are (l to r) Jerry Zucker, radio-tv researcher, BBDO, New York; William J. Rohn, secretary, Reading Eagle Co.; Thomas E. Martin, executive vice president and general manager, WEEU-TV Reading; Adelaide Hatton, timebuyer, Young & Rubicam, New York; Herbert C. Kohler, managing editor, *Reading Times*; Hawley Quier, president, Hawley Broadcasting Co.; Dr. Harrison Flippin, vice president-director, Reading Eagle Co.; Grace Stewart, timebuyer, BBDO.

REPRESENTATIVE APPOINTMENTS

KBID (TV) Fresno, Calif., appoints Meeker Tv Inc. as national representative.

KROD-AM-TV El Paso, Tex., appoints The Branham Co. as exclusive national representative. **Southwest Network** (KAVE Carlsbad, N. M.; KSIL Silver City, N. M.; KOSA Odessa, Tex.; KUIN Pecos, Tex.; KVLF Alpine, Tex.; KVKM Monahans, Tex.; KGFL Roswell, N. M., and KWEW Hobbs, N. M.) also appoints The Branham Co. as exclusive national representative.

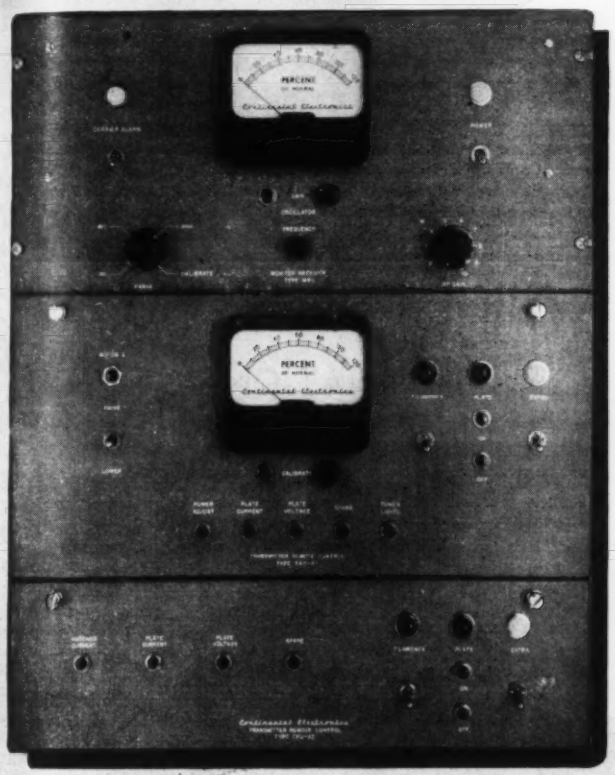
WTMA Charleston, S. C., appoints George P. Hollingbery Co. as exclusive national representative.

KJBS San Francisco appoints Avery-Knodel Inc. as national sales representative.

KABQ Albuquerque, N. M., appoints Richard O'Connell as N. Y. representative.

Pays for itself quickly with AM and FM operating costs saved

...the new *Continental* TRANSMITTER REMOTE CONTROL SYSTEM



Type MR-1 Monitor Receiver

Type TRC-S1 Remote Control Unit

Type TRC-S2* Remote Control Unit

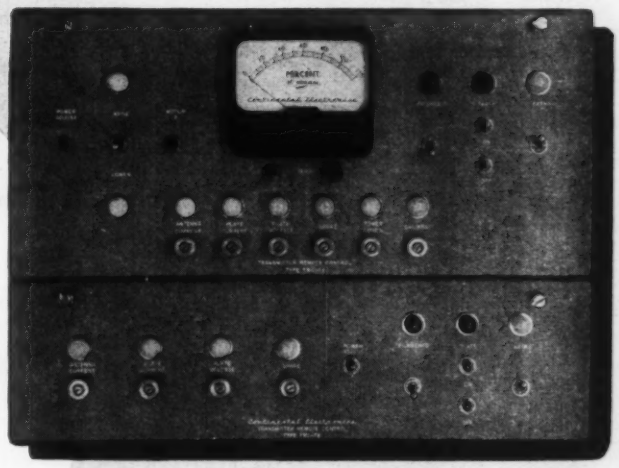
Studio Assembly

You can perform all operating, metering, and monitoring functions right at the studio with this reliable, high quality equipment. Units shown at left are for installation at studio or control point . . . units below at transmitter site.

Outstanding Features

- **SIMPLIFIED OPERATION** with no telephone dials or charts.
- **FILAMENT AND PLATE CONTROL** by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- **OVERLOAD INDICATION** by supervisory light operated by a return signal from the transmitter.
- **MONITOR RECEIVER** feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

Assembly at Transmitter Location



Type TRC-T1 Transmitter Control Unit

Type TRC-T2* Transmitter Control Unit

* TRC-S2 and TRC-T2 Units provide complete, independent control of a second transmitter, either AM or FM, if required. These units can be a part of the initial installation, or may be added later.

Check the money-saving features of this new Continental equipment for your new or remodeled station. Call or write your Graybar Electronic Salesman for complete details.

Continental Electronics

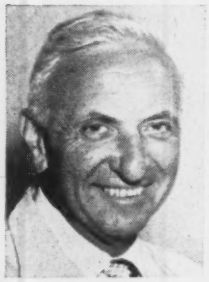
MANUFACTURING COMPANY

4212 S. Buckner Blvd. ★ Dallas 17, Texas

BACHEM NAMED TO DTN'S NO. 2 POST

National sales manager for the network will step into the general managership job Jan. 1 when Ted Bergmann becomes managing director.

APPOINTMENT of John Bachem, national sales manager of the DuMont Television Network, to the post of general manager, effective Jan. 1, was announced last week by Ted Bergmann, currently general manager of the network and director-designate of the broadcasting division of the Allen B. DuMont Labs.



Mr. Bachem

Mr. Bachem will assume the post Mr. Bergmann will vacate when he succeeds Chris J. Witting as director. Mr. Witting becomes president of the Westinghouse Radio Stations on Jan. 1.

"Mr. Bachem's contribution to DuMont's growth, especially in his management of the network sales staff, has already been substantial and, in his new position, we look to him to bring added strength to the organization," Mr. Bergmann said in making the announcement. "His experience in advertising antedates the broadcast media and we expect it to be especially useful because he knows so well the needs and problems that DuMont has faced in gearing itself to serve the public and the nation's business interests."

Before joining DuMont in 1949, Mr. Bachem had been associated in sales and advertising work for more than 30 years. After a career as a magazine sales executive, he joined NBC in 1932 as a salesman and later served as eastern sales manager and assistant to the vice president. He was with CBS sales from 1937-49.

Gordon Gray Named To Mutual Board

GORDON GRAY, incoming vice president in charge of the WOR-AM-TV division of General Teleradio Inc., last week was named to the board of directors of Mutual, which is controlled by General Teleradio.

The election occurred at what was described as an otherwise routine meeting of the Mutual board, held Wednesday in New York.

Mr. Gray, currently vice president in charge of the eastern office of the Goodwill Stations, was named two weeks ago to his new post at the WOR stations, effective Jan. 1 [B•T, Nov. 30]. He will succeed James M. Gaines, who resigned to become vice president and general manager of WOAI-AM-TV San Antonio, also effective Jan. 1 [B•T, Nov. 16].

Chairman Thomas F. O'Neil presided over the board meeting. Other members attending included Mr. Gaines, E. M. Antrim, J. Glen Taylor, E. M. (Pete) Johnson, Robert A. Schmid, Adolph N. Hult, Linus Travers, James E. Wallen, and J. E. Campeau.

NBC's Tv Sells Radio In Closed Circuit Showings

NBC Radio Spot Sales offices in Hollywood, San Francisco, Chicago and Cleveland last Tuesday played host to approximately 130 agency and sponsor representatives at an "Electronic Spot Buying Demonstration," a closed circuit telecast emanating from NBC in New York.

Designed to acquaint national spot advertisers with WNBC's "chain lightning" selling power, the 45-minute telecast was built around the theme, "Good Times for Listening to WNBC—in the Morning, at Lunch, at Dinner and at Bedtime," presented by a capsule version of the station's 24-hour program operation.

In mid-telecast, the "chain lightning" promotion demonstrated the merchandising tie-ups with chain stores and their blue chip advertisers through community salutes, walking billboards, neon signs, etc.

The video presentation was accompanied by brochures listing WNBC coverage and audience figures and resumes on station personalities and their program spot rates. Richard M. Pack, WNBC director of programs and operations, was in charge of the telecast and Charles Colledge arranged the closed circuit long lines and reception facilities.

NATIONAL NEGRO NETWORK FORMED

Leonard Evans, Reggie Schuebel and John Wyatt team up to head this new project. Initial programming is already lined up.

NEW radio network to be called National Negro Network, composed of approximately 40 basic station, is being formed by Leonard Evans, Negro specialist and consultant of Chicago, who is president of the new network, and Reggie Schuebel and John M. Wyatt, who are, respectively, vice president-treasurer and executive vice president of the network.

Miss Schuebel and Mr. Wyatt are partners of Wyatt & Schuebel, New York radio-tv agency consultant organization. Mr. Evans is an account supervisor at Arthur Meyerhoff Agency, Chicago.

The board will be composed of Cab Calloway and several representatives of some of the stations on the network, which expects to reach approximately 12 million of the 15 million Negroes in America.

The network has lined up four quarter-hours of daytime serials. The programming will be inaugurated with the *Ruby Valentine* series, starring Juanita Hall, sponsored by Pet Milk and Philip Morris in the 40 markets, effective Jan. 18. Another quarter-hour serial will include one featuring Hilda Simms, noted negro actress, in a social worker adventure series. Other two quarter-hours of programming are still being worked out. Additional plans call for half-hour weekly shows as well as service dealing with special events of interest to negroes during the year. Among the half-hour shows planned is one entitled *It's a Mystery, Man!* starring Cab Calloway.

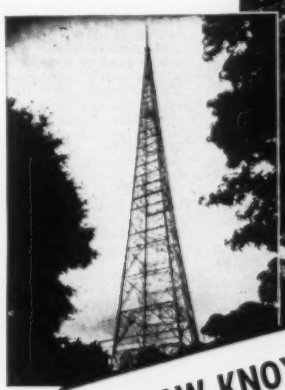
"The network is intended to be basically one of entertainment," President Evans told B•T, "and its purpose is to create a market for advertisers to sell their products to a specific group."

This is the first new development in the past

CKLW
MUTUAL
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA
Adam J. Young Jr., Inc.
National Representative
J. E. Campeau, President
Guardian Building • Detroit 26
Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area! . . . and watch your sales chart grow up up up!
CKLW covers a 17,000,000 population area in five important states!
50,000 WATTS
800 KC.

Designs Unlimited

WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.



Distributed by GraybaR

BLAW-KNOX EQUIPMENT DIVISION
BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

BLAW-KNOX

10 years in radio in its search for new revenue, he maintained, asserting that the network will give national advertisers a high-quality coordinated network campaign with fine programming.

This list of stations signed with the network will be announced shortly, spokesmen said.

Northeast Tv Network Begins

NORTHEAST Television Network will begin operations today (Monday), when three Massachusetts uhf tv stations—WWOR-TV Worcester, WHYN-TV Springfield-Holyoke and WTAO-TV Cambridge—inaugurate an off-the-air relay exchange of programs, it was announced last week. Program exchange idea, developed by Ansel Gridley, vice president and general manager, WWOR-TV; Charles deRose, general manager, WHYN-TV, and Frank Lyman, president, WTAO-TV, envisages ultimate expansion to include stations in all parts of New England and perhaps extending into New York and the Mid-Atlantic States.

ABC-TV to Rebuild Studio

AT AN ESTIMATED cost of more than $100,000, Studio E, ABC Television Center, Hollywood, is being refurbished completely. The theatre set, feature of Studio E since the early days of talkies when Warner Bros. occupied the lot, will be dismantled and the building stripped to the walls. It will be rebuilt into a modern tv studio with doubled audience seating for live origination programs. The first network show slated for the new studio after completion sometime in January will be *Peter Potter Show*, Sunday 9:30-10:30 p.m. PST.

ABC executives at the network's o&o tv stations planning and operations meeting last Monday and Tuesday in New York were (l to r): Robert M. Weitman, ABC programming and talent vice president; John Pival, WXYZ-TV Detroit manager; James G. Riddell, WXYZ-TV president; Sterling C. Quinlan, WBKB (TV) Chicago general manager; Robert H. O'Brien, ABC executive vice president; Leonard H. Goldenson, AB-PT president; Walter W. Gross, AB-PT vice president; Vincent Francis, KGO-TV San Francisco manager; John H. Mitchell, WABC-TV New York vice president-general manager; Frank King, KECA-TV Hollywood manager, and William M. Materne, ABC coordinator of owned radio and tv stations.

WEAVER PROMISES NEW SALES, PROGRAM PATTERNS, AS HE TAKES OVER NBC HELM

Shorter time segments and participations for both radio and tv, plus 'electronic alternatives' for radio, are among the concepts by which the new NBC president intends to make the broadcast media more flexible, and thus attract new advertisers to the network.

INTENTION to initiate new sales and program patterns calculated to broaden the advertising base of NBC Radio as well as NBC-TV and thus draw new advertisers and more dollars into both media was voiced last week by Sylvester L. (Pat) Weaver Jr. as he took over the NBC presidency [B•T, Dec. 7].

He told B•T he was confident revamped patterns flexible enough to offer advertisers the time-and-program formats that best fit their individual needs would pay off for radio as it has in tv, where Mr. Weaver is credited generally with pioneering NBC's development of the participation and "editorial" concepts of tv sales and programming.

With the advent of television, he noted, radio audiences' needs have changed. Although he did not mention specific program plans, he expressed the view that network radio also would benefit by programming competitively with tv—if tv is offering a children's show, for example, radio might counter with a program for adults, or when tv is presenting comedy, radio might offer more serious fare.

The idea, he said, is to "give people an electronic alternative rather than a magazine or newspaper."

Short Time Sales

Making short as well as long time segments available for sale in network radio—a subject which in tv has aroused objections among NBC-TV affiliates—certainly will work to radio's benefit by attracting additional advertisers, Mr. Weaver asserted, noting his belief that network radio in the past has "made a mistake" in concentrating primarily on sales to the bigger advertisers.

The broadcast media should gear their sales and program formats so that "if an advertiser wants to open with a double-truck and skywriting, we can give it to him," the new NBC chief declared, indicating his intention of developing this type of flexibility as much as possible.

He indicated his view that radio-tv are not getting the share of the nation's total advertising budget that they should and could get; that the total advertising budget is going up, and

NBC-TV READIES ITS 'PANORAMIC COORDINATION'

ABOUT the middle of January something new will be added to NBC's tv operations—"Panoramic Coordination"—which Leonard Hole, NBC director of production, described as an operating technique that will make television as fast, as flexible and as sure as radio.

This new technique, Mr. Hole said, is made possible by the design of a new studio, 5H, on the fifth floor of the RCA Bldg., New York, which when completed, at a cost of about $375,000, will combine "the facilities of the most modern film studio with the ability to assemble and coordinate multiple originations from as many as ten outside sources at the same time."

Today, Mr. Hole explained, most remote tv pickups have to be made blind, without advance monitoring. The new setup will provide for control room viewing of "more remote tv pickup points than NBC now has equipment to cover," he said. Today, splitting sight and sound signals of a video program originating in an NBC New York studio is a time-consuming job. With the new facilities provided by 5H, it can be done instantaneously.

The new 5H makes that kind of operation completely feasible, as it is not now, Mr. Hole said. The new studio's "true significance," he said, is two-fold: "It makes possible a truly professional handling of operations which in many cases are performed today with difficulties, delays and uncertainty and it will widen the horizons of possible tv programming, making a practical reality of program concepts which in the past have been only dreams."

The compact new Radio City studio comprises these elements:

(1) A 10-input video switching system, designed to handle either local or remote program sources in any combination; (2) an associated audio switching system, handling up to 16 separate sound sources of local or remote origin; (3) continuous video monitoring of all input positions and selective audio monitoring; (4) a separate video and audio switching system permitting "break in" on either sound or picture, or both, on any or all of the eight outgoing program channels from Radio City; (5) continuous monitoring of all eight outgoing lines and selective monitoring of any channels interrupted; (6) an announcer's booth of special design and flexibility, equipped with a studio-type orthicon camera; (7) two iconoscope film camera chains, two vidicon film camera chains, and their associated projection devices; (8) two record and transcription turntables.

The two iconoscope chains are equipped with 16 mm, 35 mm, telop, slide and animatic projectors; the new vidicon cameras seem likely to advance the telecasting of film programs greatly and to comprise an improvement second only to the video magnetic tape devices soon to come from the laboratory [B•T, Dec. 7].

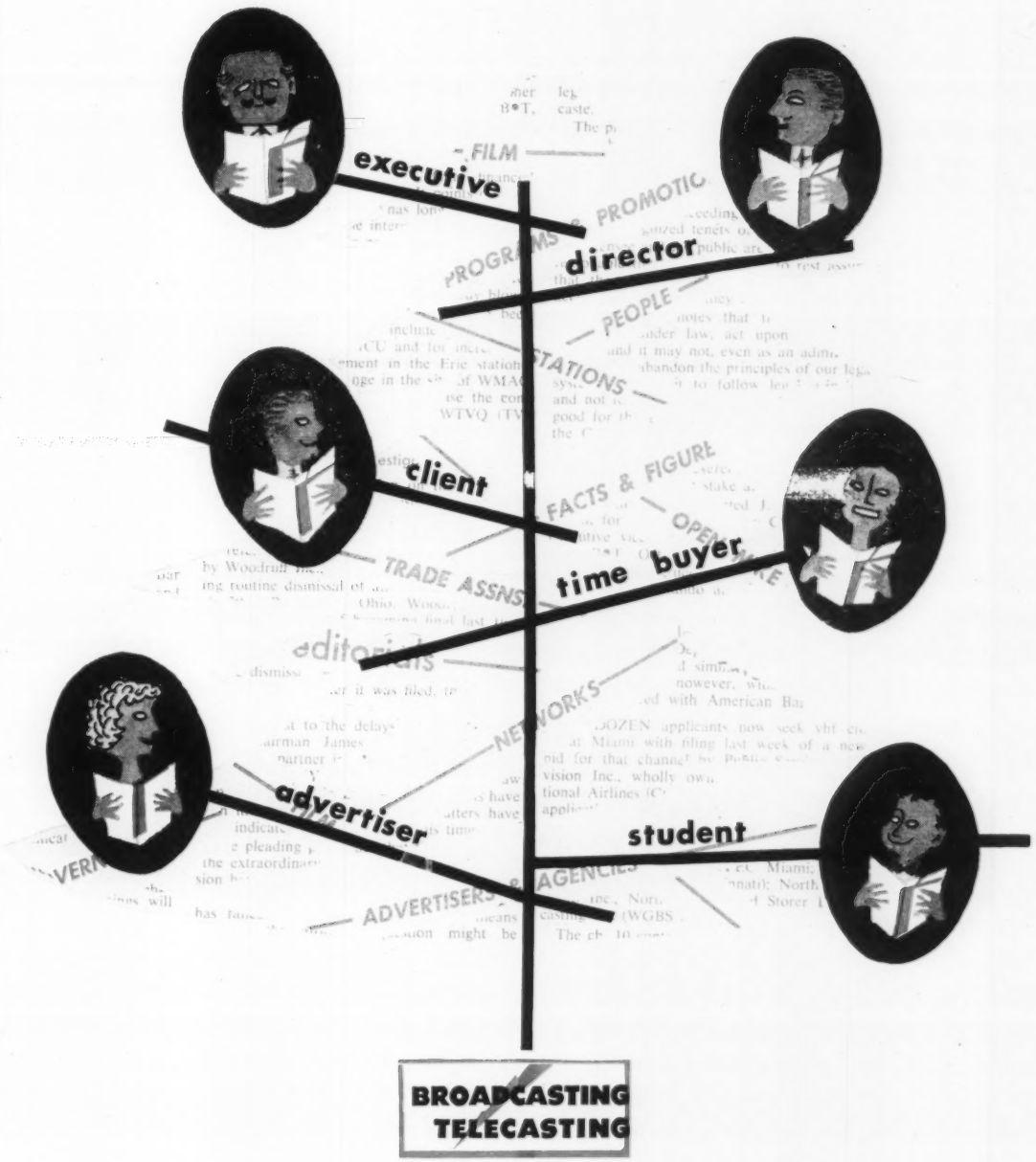
Mr. Hole said that the vidicons are rugged and long-lasting, can handle easily "all the light we can throw at them" and have proved notably successful in telecasting network film shows. Anticipating requests from clients that vidicons be used on their particular film show, NBC is reserving assignment rights to them for the present, so as to make the most effective use of them, Mr. Hole said.

5H is also equipped with tape reproducers to handle sound recorded on magnetic tape to accompany pictures on 35 mm film in perfect synchronization, Mr. Hole noted. And, looking to the future, the studio's circuitry has all been designed to handle color as well as monochrome video programming.

XUM

A SPECIAL GIFT

for special people



. . . and *what* could be more special than **BROADCASTING • TELECASTING?**

HERE'S a 52-time-a-year magazine packed with all the news that is news of one of the most vital arts of our day. Here in the crisply-written pages of BROADCASTING • TELECASTING is *second-to-second* news of *minute-to-minute* interest to everyone who is anyone in the business of broadcasting. B•T will come week after week as a live and thought-provoking reminder of you. For B•T covers the radio and tv business worlds as no other magazine has ever done.

Here's a gift that's actually as much a gift to you as the lucky person who receives it, for it will be remembered and remembered and remembered!

List all the people on your staff who would be delighted to receive B•T. List clients and business associates who'd be grateful for your helpful thoughtfulness. Your gift subscription starts with the issue of January 4th and is accompanied by a sparkling 4-color card from you to the person who receives it.

Special money-saving rates and handy order form on next page—

Holiday gift subscription list

BROADCASTING & TELECASTING Yearbooks may be included with these subscriptions at additional cost of $2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription Yearbooks are $5.00 each.) These rates apply only in the United States, Possessions and Territories.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1953

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

one for $7.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

two for $13.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

three for $19.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

four for $25.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

five for $30.00

Name_____

Firm_____

Street_____

City_____ Zone____ State_____

Sign Gift Card_____

Additional Subscriptions may be listed separately at $5.00

BROADCASTING • TELECASTING 1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 4th issue.

Please enter ____ subscriptions.

$____ enclosed ☐ bill after Christmas

Name_____

Firm_____

Street_____

City_____ State_____

that by appealing to all types of advertisers, small as well as large, the broadcast media can attract a greater proportion of the total.

By coincidence Mr. Weaver's expression of views on the advantages of offering participations and shorter time segments came on the eve of Friday's scheduled meeting between a committee of NBC-TV affiliates and top NBC executives to discuss this very question.

Mr. Weaver conceded affiliates generally do not take too quickly to changes such as the shorter-segment sales plans, but he maintained that when they understand the purpose and realize that affiliates stand to make money as a result, then they recognize the advantages.

On the heels of Mr. Weaver's elevation to the presidency—from his old post as vice chairman of the board and head of tv programs—and with the simultaneous promotion of Robert W. Sarnoff from vice president in charge of the Film Division to executive vice president of NBC, came a series of personnel changes.

Thomas McAvity, who has been in charge of entertainment programs, was placed in charge of tv network programs. He will report to Executive Vice President Sarnoff, while the following will report to Mr. McAvity: Davidson Taylor, director of public affairs, and Gustav B. Margraf, vice president for talent.

Carl M. Stanton, director of the Film Division, was placed in charge of that division, succeeding Mr. Sarnoff, and Edgar G. (Ted) Sisson was named associate director (see story page 36).

Frederick W. Wile Jr., vice president in charge of production, was assigned to Hollywood, effective Jan. 1, in the role of vice president in charge of tv network programs division, West Coast. Mr. Wile will report administratively to John K. West, NBC vice president for the Pacific Division, and report functionally to Mr. McAvity.

Earl Rettig, director of finance and operations, Hollywood, meanwhile was assigned to New York headquarters to take charge of production and business affairs for tv network programs, also effective Jan. 1. He will report to Mr. McAvity, while Leonard Hole, director of production, and William V. Sargent, division business manager, also will report to Mr. McAvity.

Executive Vice President Sarnoff meanwhile named Alfred R. Stern as his assistant. He has been assistant to Mr. Sarnoff for several months.

Special ABC Yule Show

SPECIAL Christmas eve program, titled *Christmas Carols Around America*, will be presented on ABC Radio on Dec. 24, 10:35-11:35 p.m., EST. The program will include the annual Christmas message from Robert E. Kintner, ABC president, and will feature the choirs, glee clubs and choruses of General Motors Corp., The Texas Co., Hotpoint Inc., Electric Cos. of America, Burlington Mills and Stanley Home Products.

WHDF to NBC Radio

WHDF Houghton, Mich., will become an affiliate of NBC Radio on Jan. 1, 1954, it was announced last week by Harry Bannister, NBC vice president in charge of station relations. The station, owned by George L. Burgan, is on 1400 kc with 250 w fulltime. Albert W. Payne is general manager.

AT&T Hookups Now 235

THREE more tv stations—KFOR-TV Lincoln, WWOR-TV Worcester and WTOV-TV Norfolk—have been added to AT&T's nationwide network of tv facilities, totaling 235 tv stations in 146 cities connected to AT&T.

WBNS-TV
the nation's
leading test market
station

Recipes for Good Food and Sales get top testing daily in Columbus on WBNS-TV when Aileen Hammans, home economist, appears on "Kitchen Fair."

Mrs. Hammans is a native of Ohio, with an extensive home economists background and a winning personality. Her convincing advice concerning advertisers' products on this spot participation show continues to produce peak sales results for both local and national advertisers in the rich Central Ohio market covered by WBNS-TV, the nation's leading test market station.

WBNS-TV
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

Color Set Buying Delay Predicted by Dr. DuMont

FOR the next year and possibly for the next two years, color tv sets will be used mainly by dealers as floor samples and by people with professional interests in color and only a few will go into the homes of the general public, Dr. Allen B. DuMont, president, Allen B. DuMont Labs, has pointed out in a letter to distributors of DuMont sets.

"If 50,000 color sets are made available in 1954, at least 30,000 of the nation's 55,000 dealers will need one each as a floor sample," he said. "Most of the remaining 20,000 receivers will be required by broadcasters, advertisers and other key people in the sales and service trade for special purposes, leaving only a few hundred, if any, for sales among today's 28 million owners of black-and-white receivers. With an increase in production in 1955, an additional limited number of people may become owners of color sets. By 1956, when the price of color sets begins to come down, a few hundred thousand more people may wish to buy color television."

In the interim, Dr. DuMont said, color can "build a tremendous amount of traffic" for set dealers, who will want monochrome sets at prices they can afford, $199 to $399, so DuMont is devoting 97½% of its sets for early 1954 to open faced consoles and table models. Dr. DuMont said that his company proposes to concentrate on large picture color receivers when such tri-color tubes are available. Present tube, giving a 12½-in. picture, will cost $300 retail, he said.

Plamondon Forms New Firm

FORMATION of Plamondon Magnetics Co. with offices in Chicago was announced last fortnight by A. D. Plamondon Jr., former head of Indiana Steel Products Co. and ex-president and board chairman of Radio-Electronics-Television Mfrs. Assn.

Firm will operate as a wholly-owned company with offices and factory at 1850 Hubbard St. Production of radio and electronics products is slated to get under way sometime next February. Mr. Plamondon will serve as president and A. D. Plamondon III as vice president.

Mr. Plamondon Jr. headed Indiana Steel for 16 years. He was deposed as president last February and lost a proxy battle for director two months later.

Tv Sells Trailers

BUILT-IN television receivers in the mobile homes (trailers) manufactured by the Pacemaker Trailer Co. of Elkhardt, Ind., account for more than 50% of Pacemaker sales, according to J. F. White, manager of contract sales for CBS-Columbia, tv manufacturing division of CBS. The tv receivers in Pacemaker units are provided by CBS-Columbia. Mr. White noted that six out of every ten mobile homes in the U. S. have tv receivers, but added it was learned at the 17th annual convention of the Mobile Home Mfrs. Assn. in Cleveland several weeks ago that not one out of the same ten had video receivers installed by the coach manufacturer. Mr. White said many coach manufacturers indicated built-in tv sets will become standard next year.

FLAG is raised by radio at dedication ceremonies of the new RCA radio plant at Moorestown, N. J. [B•T, Dec. 7]. L. W. Teegarden, RCA executive vice president, presses the switch on a cigarette pack-size, transistorized, broadcast transmitter whose signal activates a motor at the base of the flagpole. Another novel twist had Charles M. Odorizzi, RCA Victor operating vice president, pushing a button which set off a small power charge to sever the ribbon at the plant entrance.

Interference Potential Grows Serious—Sterling

POTENTIAL seriousness of medical diathermy machinery interference to the growing television and safety of life radio services was pointed out Nov. 30 by FCC Comr. George E. Sterling at a meeting attended by representatives of the diathermy industry and the medical field.

Consensus of the session, held at the Commission and called to clarify the FCC's intention to enforce its rules forbidding such interference, was that a government-industry education program is needed to inform users of diathermy units of the problem and their responsibility. Spokesmen for the American Medical Assn. and Electro-Medical Mfrs. Assn. pledged cooperation with FCC in this project.

Part 18 of FCC's rules requires the medical equipment to meet certain radiation standards and provides frequency bands for their operation. Diathermy equipment made before July 1, 1947, was exempted until last June 30 from meeting these restrictions, but now must comply. Equipment made since 1947 has been type-approved by the Commission.

Comr. Sterling pointed out that much of this older equipment still is in use and unknowingly may be causing damaging interference to licensed services, but the Commission does not have the manpower to seek out all these units. He said FCC's enforcement drive will continue, but expressed hope that the diathermy industry and the medical profession would voluntarily help meet the problem.

105 Get RCA Diplomas

COMMENCEMENT exercises were held in New York last fortnight for 105 graduates of RCA Institutes Inc. Recipients of diplomas included students from Hawaii, Thailand and Puerto Rico. Special awards were presented in the radio and television broadcasting course to Alfred Consiglio of New York and John F. Brenner of Victoria, Va.

Scott Radio Labs Plans $1,485 Color Video Set

COLOR receiver priced at $1,485 retail, f.o.b. Plymouth, Ind., was announced last week by John Meck, president of Scott Radio Labs Inc., Chicago. The set, utilizing a 14-in. tri-color kinescope, giving a 12-in. picture, will contain 44 other tubes, rectifiers and crystal diodes, Mr. Meck said. It will weigh 400 lbs. Sometime during the first six months of production, to start as soon as tri-color tubes are available, the price is expected to be reduced to $1,285, Mr. Meck estimated. The set has been designed under RCA and Hazeltine patents and will be allocated to dealers for display purposes for the first six months.

Following FCC approval of the compatible National Television System Committee standards, Mr. Meck figured that production of color receivers will amount to 0.5% of present black-and-white manufacture at the end of three months, 5% at the end of six months and less than 25% at the end of the first year. Mr. Meck also said he expects a yearly color market of 20% of existing black-and-white receivers about three years after the FCC approves the NTSC standards.

Jerrold Reports Success In Community Tv Test

NO "perceptible difference" between the received radiated signal and that received from the television station was found during last month's test of satellite equipment at Clinton, Md., by Jerrold Electronics Corp., Philadelphia, a report of the field tests has indicated.

Jerrold tested the 5-kw satellite before shipping it to the Azcarraga interests in Mexico for use with an existing television station there [B•T, Nov. 16]. The equipment picked up the broadcast signal of WTOP-TV Washington (ch. 9) and retransmitted it on ch. 3.

The equipment was connected to separate yagi antennas with 10-db gain, George Petchel, engineer in charge of the test, reported. Yagis were about 20 ft. apart and about 15 ft. above ground. The ch. 9 receiving antenna was located six ft. below the ch. 3 antenna, and oriented 180 degrees from it.

Mr. Pechtel reported a 20-db loss in signal strength between 2.25 miles and 5.1 miles from the transmitting site, but since the equipment is to be used on a mountain top, free space calculations can be relied on, he pointed out.

Raytheon Shows Color Sets

RAYTHEON Mfg. Co. will demonstrate four color tv receivers in Los Angeles Jan. 1 during colorcasts of the Pasadena Tournament of Roses parade. Demonstration will be for Southern California dealers and will be handled by Raytheon's distributor, James Kerwin Co.

Transmitting Equipment

Station	Power	Band	Use
SHIPMENTS			
Gates Radio Co. CKBM Montmagny, Que., Canada	250 w	am	new station
. . . Chicoutimi, Que.	250 w	am	new station
KOWL Santa Monica, Calif.	10 kw	am	power increase

OTHER SHIPMENTS: General Electric Co. reported that last week a 20 kw amplifier was shipped to WVET-TV WHEC-TV Rochester, N. Y., sharing time on ch. 10.

BROADCASTING
TELECASTING

features

"Captured"

Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city. A smash hit as GANGBUSTERS on network—now released locally in new format... with CHESTER MORRIS as host. This profit-proved program includes full-scale promotional support in *all* markets.

For details write, call or wire us immediately.

NBC FILM DIVISION
NEW YORK, CHICAGO, LOS ANGELES
Serving All Sponsors...Serving All Stations

A section of
December 14, 1953
BROADCASTING • TELECASTING
1735 DeSales St., N. W.
Washington 6, D. C.

NO CIRCUS "BALLYHOO" at KTLA

. . . ONLY FACTS

- For over six years KTLA has been acknowledged as the leading independent television station in Los Angeles. In the face of many special rating interpretations, a moment's review of the ratings will prove it to you again. For example: both ARB and HOOPER in October and again in November show that KTLA ranks above all other independent stations more than 56% of its class A time.

- **. . . BUT RATINGS ARE NOT THE ONLY MEASURE OF LEADERSHIP!**

  KTLA leads in public acceptance and has won more awards than any other TV station in L. A.

  KTLA leads in top local personalities built to give that personal appeal which means more sales for you.

  KTLA leads in protecting its audience from false advertising and has never allowed "switch" advertisers.

  KTLA leads in strict application of NARTB standards to all of its time classes to insure audience loyalty.

  KTLA leads in commercial effectiveness because we never load up with those triple and quadruple spots which are sure death to sales.

- When you check all the facts, you, too, will agree that KTLA is truly the Leading Independent Television station in Los Angeles.

KTLA Paramount Television Productions Inc

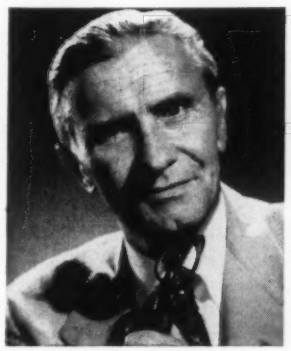
KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA – THE BEST ADVERTISING BUY IN LOS ANGELES

features

- Tv film has joined the Hollywood elite. Page 88.
- Kling counts on diversification to keep its sales up. Page 94.



film maker

Frank Wisbar

FORMER Prussian officer Frank Wisbar is now snapping to the rigorous discipline of tv filming as producer-director of NBC-TV *Fireside Theater*. He has completed the 44th film in this pioneer Procter & Gamble series.

Born in Lithuania Dec. 9, 1902, he ultimately centered on the technical production of motion pictures in Germany. Up through the ranks from cutter to director, he became the triple-threat combination of producer-director-writer. As such, he turned out many notable films, several of which are today in the Museum of Modern Art.

In 1936 Mr. Wisbar came under strict surveillance of the Nazis, because he was engaged in the "suspect" activity of producing films on an international, rather than a national, basis. On Nov. 9, 1938, with only the clothes on his back and carrying the film medals bestowed by various countries, he headed for Holland. While exchanging medals for money, he discovered a "gold" one, presented by Mussolini, was pure brass.

Arriving at Ellis Island with 60 cents and no knowledge of English, he was eventually identified by M-G-M's European sales department and bailed out the day before Thanksgiving. His film background led him logically to Hollywood, where the spy-conscious movie capital viewed him with suspicion. The War Dept., though, found a place for him and his advanced knowledge of gliders, his forte when a military man.

From the end of World War II to 1948, he again made films. But, instead of "art" he turned out horror pictures for Republic and Monogram. He credits this period of "Strangler of the Swamp," "Devil Bat's Daughter" and others currently playing the tv circuit, as a most important contribution to his training. He learned a "shoe-string" budget discipline.

The main topic of discussion by the end of 1948 was tv. Mr. Wisbar mortgaged his home to make a pilot film. The result, "Time Bomb," was inserted in Procter & Gamble's then live weekly half-hour *Fireside Theatre*.

He was signed to film the program in 1949. Business-like, he pushed the button for writers. After telling the few who showed up that he could only pay $45 for a complete script, he ended up writing the first 26 himself. When no agent would let his actors demean themselves in such a lowly medium, the undaunted Mr. Wisbar sent his crew to comb the streets for unknown talent, hungry enough to ignore the accompanying stigma.

Four years later he now derives no little pleasure from the knowledge that this shaky start has evolved into an industry which annually pours millions into Hollywood and which can command the services of top talent.

"For people who are mentally alive, tv film is the greatest challenge," he says. "You are forced into clear thinking with no time to dilly-dally. The challenge of having to come up with a different half-hour film every Tuesday night—one with a little meaning and a great deal of entertainment—is rewarding. While a top motion picture might be seen by 10 million people, we create for an audience of between 25 and 30 million each week."

A tireless worker, he is a perfectionist with a seemingly unhurried manner, who lives on Cokes during shooting and puts in an 18-hour work day. With only the cutting, editing, dubbing, etc. to be completed on the current season's series before doing the writing and paper work for next season's schedule of 44 films which goes before the cameras in March, he was recently contracted by Bing Crosby Enterprises to produce and direct six half-hour films for inclusion in General Electric's CBS-TV *GE Theatre*.

He and his wife, Dolores, whom he terms his "right-hand," can be found raising cattle, hogs and sheep on their ranch in northern California, when not in Los Angeles. Daughters, Maria, 19, and Anna, 17, attend Mills College in Oakland, Calif.

Not so long ago television film jobs in the movie capital attracted only those motion picture people who were starving. Now it's different. Some of the biggest names in Hollywood are making films for tv, and they like it.

Tv Film Has Joined the Hollywood Elite

By Majorie Thomas

WITHIN the past three years Hollywood television film makers have risen from the social status of an impoverished typhus carrier to undeniable respectability, a word which in that community implies the possession of a kidney-shaped swimming pool and a view of Catalina Island on smogless days.

If the tv film industry is not Hollywood's new aristocracy, it at least is knocking at the door. Today the tv film producer, director, actor or writer is solicitously seated at the choicest tables of Romanoff's or Chasen's. It was only recently that if he admitted to a connection with television, he risked ejection from all but the meanest deadfalls of Gower Gulch.

Money is the reason for this breathless transformation; there is now more of it in television film and less in motion pictures.

Tv films are no longer the province of the speculator with an idea and little else who scraped together enough for a pilot film on the outside chance a sponsor would buy it and finance a series. Corporations have replaced the man with the office in his hat, and with their sounder financing can and do pay attractive salaries.

Coincident with the development of tv film has been a contraction of theatrical motion picture production. Actors, writers, technicians and production executives who might have permanently snubbed tv if the movie business had held up are now working—and admitting it—in television. What is more they have accepted limited budgets, relentless deadlines and other limitations as challenges to their creative ingenuity.

Consider statistics obtained in recent surveys by Hollywood unions and guilds:

Of the 140 active members in the Society of Motion Picture Art Directors, 40 are in video, according to executive secretary Norman Loewenstein.

Screen Writers Guild credits tv film with employing more than 400 of its 800 active and 400 associate members. Of the working group, 125 are steadily employed or drawing the bulk of their earnings from tv alone.

American Cinema Editors reports 28% of its 173 members are working in tv, with the larger video companies employing from two to eight editors under a supervising editor. Open to not just anyone, A.C.E. stipulates that members must be employed in film editing for at least eight years and receive credit on at least 65 half-hour films, in addition to meeting the A.C.E. standards.

Still another survey shows that tv film is employing more than 50% of Hollywood's assistant directors; 40% of its directors; 40% of its film editors, cameramen and sound technicians; one-third of its established screen writers; more than 50% of its Class A actors; approximately 35% of the members of IATSE's 18 film locals.

Movie Curtailment

A motion picture production check on the curtailment of activity reveals 65 producers, 62 directors and 35 writers under contract this year, as opposed to the 117 producers, 96 directors and 134 writers under contract last year.

To illustrate how television film has absorbed talent from the movies, B•T checked several important Hollywood tv production companies.

At Sovereign Productions, Stuart Reynolds, president, believes in a "star" policy, meaning he uses many an actor and actress whose name was built up in movies.

"Stars' names are sort of entertainment trademarks through which the public evaluates much of video's offering," Mr. Reynolds says.

As executive producer of CBS-TV *General Electric Theatre, Your Jewelers Showcase* and some of the ABC-TV *Cavalcade of America* films, he adds, "Of course, the story is important. But, a starring name is a saleable commodity that means certain things to the potential viewer. For one thing, the customer assumes consciously or subconsciously that starring names of sufficient heft insure good stories."

With this in mind he is signing such prominent players as Ruth Hussey, Zasu Pitts, William Lundigan, Claire Trevor, Edward Arnold, Dennis Morgan and Peter Lawford.

Additionally believing that the forgotten men are the directors, he has combed the major studios to come up with Felix Feist, associated with recently released "Donovan's Brain"; Alfred E. Green, "Disraeli" and "Jolson Story" among his movies from 1912 on; Maxwell Shane, 20th Century-Fox.

Joseph Sistrom, veteran producer who last did "Botany Bay" for Paramount, is now serving the Sovereign banner.

Jack Gross and Phil Krasne, veteran motion picture producers unique in that they own their tv production company, distribution outfit and studios, have turned to the movie technicians who can adapt themselves to the video time element.

In differentiating between producing for the two media, Mr. Gross stresses the fact that tv films must be of "A" quality but done under conditions somewhat similar to those of the old "B" and "C" movies.

Many of their crew members are going to schools to learn the variations of tv techniques which, Mr. Gross believes, will make them so much more valuable to the motion picture industry, when it ultimately goes into tv film production.

In addition to CBS-TV *Big Town*, four CBS-TV *Lux Video Theatre* films and the newly-started *Lone Wolf* series, which brings actor Louis Hayward in on a movie-like

Teresa Wright and Larry Parks, movie stars, are rehearsed for Screen Gems tv film by Director James Neilson (squatting, center), former Columbia Pictures dialogue director. These three are typical of movie talent now in television.

partnership basis and is utilizing much full-crew domestic location, the firm is doing outside packages. Recently completed for inclusion on CBS-TV *Omnibus* are three half-hour films based on the John Steinbeck novel, "Pastures of Heaven." Making his tv film debut as director is Harry Horner, Academy Award winning art director for "The Heiress."

On the Gross-Krasne roster of directors are Erle Kenton, "House of Frankenstein" and "House of Dracula"; E. A. DuPont, noted for the Emil Jannings starrer, "Variety"; Peter Godfrey, formerly with Gaumont-British and director of "Two Mrs. Carrolls" and "Forever and a Day."

Desilu Productions Inc. has practically taken over Motion Picture Center with four large stages, three of which are devoted exclusively to filming in front of an audience. The firm has developed into a $6 million property within the past two years, according to Martin Leeds, former CBS-TV director of business affairs and now Desilu executive vice president in charge of production. In addition to its own packages, CBS-TV *I Love Lucy* and *Our Miss Brooks*, the firm films outside packages, bringing the total output this year to 2½ hours of tv film weekly. This is more than twice the amount turned out by any major studio.

Run as a successful money-making proposition with the profits poured back into the development of better tv techniques, Desilu maintains a top technical staff on a yearly basis. With this foundation, Mr. Leeds declares they can produce better quality films more cheaply, but cautions "you need to know if the ideas stand a chance of being sold and to whom."

Brooks and *Lucy* share cinematographer Karl Freund, Academy Award winner for "The Good Earth," and supervising art director Ralph Berger, whose RKO features include "Miracle of the Bells" and "Boy with Green Hair."

Filmed under the D.P.I. banner for Marterto Productions, the ABC-TV *Make Room for Daddy* has producer Lou Edelman, "The Jazz Singer"; Sheldon Leonard, motion picture actor turned tv film director; Robert de Grasse, RKO cameraman.

Under the same setup, for B & R Enterprises' ABC-TV *Where's Raymond*, the producer is Jerry Bresler, twice Academy Award winner for two-reelers, "Heavenly Music" and "Stairway to Light," and the director is Sidney Lanfield, whose movie credits include "Lemon Drop Kid" and "Skirts Ahoy."

NBC-TV *Letter to Loretta*, for Lewislor Enterprises, captured director Robert Florey, "God Is My Co-Pilot" and numerous others, here and abroad, and cinematographer Norbert Brodine, "The Sea Hawk" and "House on 92nd Street."

Additionally, Desilu has expanded its services to include tv commercials.

Meridian's Schedule

Now shooting 26 weeks out of the year, Meridian Pictures hopes to augment its CBS-TV *Schlitz Playhouse of Stars* with a non-conflicting situation type comedy series. In this way, according to associate producer Bill Self, Meridian's potential output would be realized. A former movie actor who followed director Howard Hawks' advice to hold out for the very best, Mr. Self holds the theory that in tv film each individual makes more of a contribution to the finished product as opposed to theatrical film. Because of the time element, his starting premise is that each man knows his job. The cutter puts the film together his way; the cameraman shoots the scenes he knows will be good; the wardrobe department handles the costuming.

Tackling the speeded up film editing of tv is George Amy, supervising editor, Academy Award nominee seven times and Oscar winner for "Yankee Doodle Dandy" and "Air Force." Russ Harlan, Oscar nominee for "Red River" and "The Big Sky," is Meridian's cinematographer.

Meridian has opened the door to new directors and is fast developing its own. Included in the new group are Roy Kellino, former cameraman in England; Anthony Jowett, 20th Century-Fox dialogue director; Arnold Laven, script clerk; Arnold Ganzer, Paramount unit director.

Revue Productions, with MCA vice president Alan Miller in charge, started off CBS-TV *Revlon Mirror* with the star-spangled name of Joan Crawford. While holding to top name actors, Revue operates on the premise that directors grow with tv in developing their own techniques and does not seek motion picture directors who must adapt themselves. Richard Irving, with Revue since its inception, had a knowledge of film making, but was a RKO dialogue director. Robert Finkel came out of live tv and is directing ABC-TV *Pride of the Family*. Charles Barton, formerly associated with CBS Radio *Amos 'n' Andy*, is directing CBS-TV *Meet Mr. McNutley*. Thus, Revue follows its theory that tv film finds its own.

Included in Revue's 3½ hours of tv film, shot weekly at Republic Studios, are *Kit Carson*, *City Detective*, *Chevron Theatre* and ABC-TV *Pepsi-Cola Playhouse*.

Movie actress Arlene Dahl, who reportedly received the highest salary paid a performer for tv film, did the Pepsi-Cola commercials filmed by United World Films. No less a name than John Alton, Academy Award winning cinematographer for "An American in Paris," recorded her one-woman high fashion display.

Producer John Loveton is providing a major topic of film conversation these days

BROADCASTING
TELECASTING

The Great Hitch-Hike

THE acquiescence of some networks to Sen. Joseph R. McCarthy's demand for time to answer what he, if nobody, of less inflammable nature, regarded as an attack by Harry Truman did not add to broadcasting's reputation for courageous judgment.

Whatever else may be said of Mr. Truman's performance, not in essence a personal criticism of the senator.

The fact that Mr. Truman referred to "McCarthyism," plain disclaimer of personal reference to the senator, entitle Mr. McCarthy to some $300,000 worth of broad to get into an act which was quite completely cast withou

It is hard to avoid the conclusion that Mr. McCarthy issu demand out of purely opportunistic motives. Until Mr. Tru spoke the magic word, "McCarthyism," which the senator w able to translate as meaning "Open, Sesame" to the networks, Mr. McCarthy was not even in the wings. He could get back on stage in his favorite role of exposing Communists only by the unnecessary gift of a national radio-television audience.

The principles of fair play required the networks to present a legitimate answer to Mr. Truman's free-wheeling remarks. The answer *was* presented by both Mr. Brownell and J. at the thoroughly covered Jenner committee hearing. that and let Mr. McCarthy into the act is likely to i broadcasters are push-overs for any aggressive po

THE LOUISVILLE TIMES

"Networks and radio stations made themselves 'push-overs for any aggressive politician' for allowing Senator Joseph McCarthy to make his half-hour speech last night, says Sol Taishoff, editor of Broadcasting • Telecasting . . . In an editorial entitled, 'The Great Hitch-Hike,' Taishoff said Truman made only the briefest reference to McCarthy, and declared that there was no justification for the networks to give the senator air time worth $300,000 at commercial rates . . ."

The New York Times

". . . In this connection Broadcasting • Telecasting, the conservative trade publication, notes in its current issue that the action of the three networks in dealing with Senator McCarthy 'is likely to imply that some broadcasters are pushovers for any aggressive politician.' That is a frightening prospect."—Jack Gould.

THE MILWAUKEE JOURNAL

B • T's editorial was reprinted in full in the **Journal's** editorial page feature, "The Observer."

The Washington Daily News

". . . Broadcasting & Telecasting Magazine, in a recent editorial, called the McCarthy broadcasts an 'unnecessary gift' of '$300,000 worth of broadcast time' because Mr. Truman 'referred to McCarthyism with a plain disclaimer of personal reference to the Senator.' . . ."

Minneapolis Morning Tribune

"A spokesman for broadcasting interests said Tuesday the nation's radio and television networks made 'an unnecessary gift' to Sen. Joseph R. McCarthy (R. Wis.) of $300,000 worth of broadcasting time. The comment came from Sol Taishoff, editor and publisher of the trade publication Broadcasting • Telecasting, in an editorial . . ."

XUM

The Washington Post

". . . For more than 20 years one of broadcasting's wisest and ablest counselors has been Sol Taishoff, editor and publisher of the weekly magazine Broadcasting • Telecasting. In yesterday's issue, Broadcasting • Telecasting carried an editorial under the headline, 'The Great Hitch-Hike,' saying: " (Editorial was quoted in full.) "

CHICAGO DAILY SUN-TIMES

". . . Sol Taishoff, editor of that weekly chronicler of radio-television affairs, Broadcasting • Telecasting Magazine, told the networks that by giving in to McCarthy they had become 'push-overs for any aggressive politician.' Taishoff, who long has been a big influence in the broadcasting world, wrote an editorial entitled, 'The Great Hitch-Hike.' . . ." (Editorial was quoted in full.)

The power of the words that appear in the pages of BROADCASTING TELECASTING is proven once again by these comments which ran a few days ago in leading newspapers from coast to coast.

It's just another instance of the attention and respect that BROADCASTING TELECASTING's on-the-spot, observant and discerning news reporting and interpretation attract week in and week out throughout the year.

The Evening Star

Washington D. C.

". . . Broadcasting • Telecasting Magazine feels that the networks' acquiescence to Senator McCarthy's time demands 'did not add to broadcasting's reputation for courageous judgment.' It notes in an editorial that Mr. Truman has been answered already as demanded by the principles of fair play. 'To go beyond that and let Mr. McCarthy into the act,' the magazine concludes, 'is likely to imply that some broadcasters are push-overs for any aggressive politician.' . . ."

New York Post

". . . It serves notice, in the words of the radio and tv trade journal Broadcasting, that 'broadcasters are pushovers for any aggressive politician.' . . ."—an editorial.

". . . McCarthy . . . scored what Broadcasting Magazine calls 'The Great Hitch-Hike' . . . Broadcasting Magazine castigated the networks for their timidity in yielding to McCarthy's 'opportunistic motives.' . . ."—Doris Fleeson.

with his manipulation of the ghosts on CBS-TV *Topper*. To achieve one of the industry's most closely guarded secrets, he has enlisted the services of Herb Stewart, production manager who has been with most of the majors. Gert Anderson from Columbia handles the camera and Claude Williams executes the mechanical gags.

For CBS-TV *Four Star Playhouse*, producer Don Sharpe has enticed regular appearances out of film luminaries Charles Boyer, Ronald Colman, Dick Powell and David Niven. Academy Award winner Joan Fontaine reportedly drew $7500 for emoting in a recent film in the series. Truly gone are the days when an actor was signed on speculation or for SAG minimum.

With tv absorbing writers so rapidly, Jack Chertok maintains a writing staff, believing it "is easier to have a man on the lot who understands the characters about whom he is writing." Formerly with M-G-M, Mr. Chertok has borrowed from his alma mater for CBS-TV *Private Secretary* and some of the ABC-TV *Cavalcade of America* films. Head cameraman is Robert Pittack and sound man is Bob Lee, whose last feature was "Quo Vadis." A Howard Hawks protege, Christopher Nyby directs *Secretary* and Austrian-born, former UFA writer-director, William Thiele directs *Cavalcade*. Ches Cobb, a Walt Disney product, is in charge of the Chertok-produced commercials.

Film footage, exceeding that of any major studio by at least three to one, is being turned out annually at Hal Roach Studios. Under his ABC-TV contract, Mr. Roach Jr. has produced pilot films for four proposed series: *White Collar Girl*, starring Lraine Day; *Guns of Destiny*, Paul Cavanaugh; *Tales of a Wayward Inn*, Brian Aherne; *Passport to Adventure*, Cesar Romero.

Additionally, he is producing *Duffy's Tavern* for MPTV and *Life of Riley* for NBC-TV. In conjunction with Roland Reed Productions, this film veteran still in his 30's, is doing ABC-TV *Trouble with Father* and CBS-TV *My Little Margie*. CBS-TV *Racket Squad* is co-produced with Carroll Case.

One reason for tv film's progress, according to him, is the growing stature of the industry which enables a producer to "talk turkey" with practically any name in show business. A great selling point, he believes, is the fact that re-runs of tv films are often attracting larger audiences than the original showings. This, in turn, makes residual rights appeal to almost any talent.

Screen Gems Inc., as Columbia Pictures' tv film subsidiary, has the distinct advantage of drawing from that major's contract and staff list in addition to using the studio facilities. NBC-TV *Ford Theatre* has seen the video film debut of Columbia contract actors Audrey Totter, John Derek and Phillip Carey. Such name actresses as Ida Lupino, Shelley Winters, Paulette Goddard and Merle Oberon have appeared in this high-priced anthology series, costumed under the supervision of Jean Louis, made up by Clay Campbell and coiffured by Helen Hunt, all under contract to Columbia.

Screen Gems' Resources

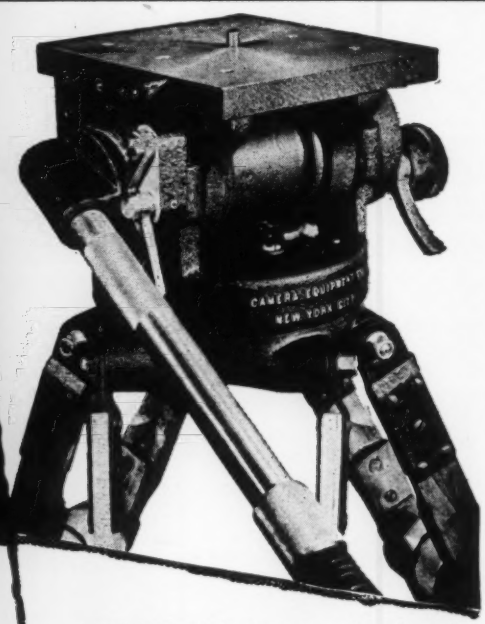
Ross Bellah, staff art director, designs the sets and is able to draw from any set ever used by the studio. With two sound stages used exclusively for video, production executive Fred Briskin has the added advantage of 12 more in Hollywood and three at Columbia Ranch. The Ranch maintains standing sets, including a New York street, Western town and huge water tank where much of the recent feature, "Caine Mutiny," was filmed.

With movie employment of writers at an all-time low, Screen Gems currently has 12 writing on assignment. Included are such names as Frederick Hazlitt Brennan, Karen De Wolf, Gwen and John Bagni, Erna Lazarus and ex-SWG presidents, Emmet Lavery and Mary McCall Jr.

Responding to the limitations imposed by video are such cinematographers as Charles Lawton and Burnett Guffey, whose efforts for Columbia were "Miss Sadie Thompson" and "From Here to Eternity," respectively.

Prohibitive salaries, commanded by top motion picture directors, have forced tv in some respects to develop its own. Under contract to Screen Gems are Jimmy Neilson, a former New York stage manager for Guthrie McClintic and then Columbia dialogue director, and Ted Post, a director of live New York tv who came to Hollywood to enter tv film. Other directors, used on assignment, are Frederick Stephani, formerly M-G-M; Phil Karlson, now directing Columbia's "The Woodhawks"; Arnold Laven, from the subsidiary to a Columbia contract for "The Killer Wore a Badge"; Richard Quine, also associated with Mickey Rooney in the actor's current movie efforts.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS *

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

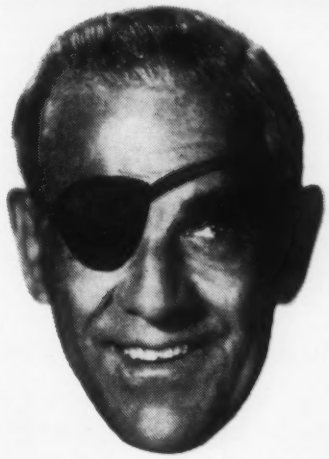
MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

3 TOP-QUALITY, STAR-STUDDED SHOWS FOR THE BUDGET-CONSCIOUS ADVERTISER

MYSTERY

BORIS KARLOFF



As Scotland Yard's **COLONEL MARCH**

A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by America's best-selling mystery writer JOHN DICKSON CARR.

Let "COLONEL MARCH" sell for you on a regional or syndicated basis at amazingly low costs! 26 weeks of programming available.

COMEDY

ROBERT CUMMINGS

Starring in **"MY HERO"**

JOHN CROSBY, NOTED TV CRITIC, says "The dialogue, the staging and the production are of a very high order indeed and I see no reason why "MY HERO" can't eventually give "I LOVE LUCY" QUITE A RUN FOR ITS MONEY."

EXCITING RATINGS: Playing opposite a top budget hour variety show extravaganza, "MY HERO" did a spectacular job for DUNHILL CIGARETTES.

39 WEEKS OF HALF-HOUR PROGRAMMING AVAILABLE. Second run in most major markets; first run throughout rest of country.

ADVENTURE

TERRY *and* THE PIRATES

OFFICIAL FILMS' fabulously successful, faithful reproduction of the beloved comic strip that appears regularly in over 220 newspapers with a combined circulation of more than 25,000,000 readers!

This half-hour show pulled ratings like these for Canada Dry in 56 different markets: ATLANTA—23.5; BUFFALO—33.3; CLEVELAND—20.8; ROCHESTER—37.3; ST. LOUIS—35.0

NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP. 26 Weeks of programming available.

OFFICIAL FILMS, INC. 25 W. 45th St., N.Y. 36 • PL 7-0100

★★★★ **AMERICA'S LEADING PRODUCER AND DISTRIBUTOR OF QUALITY TV FILMS** ★★★★

How One Film Company Makes a Sales Force Pay

By John Osbon

IS IT time for bearish retrenchment or for bullish expansion in the film syndication field?

The reports out of New York and Hollywood in recent weeks paint a confusing picture. There has been a noticeable trend toward cutbacks in some syndication activity, and even toward consolidation or purchase of some companies.

Out at Kling Studios in Chicago, its executives think they see the handwriting on the wall: Some firms are selling out, others are dropping valuable properties, and still others are cutting back actual production. One reason: Cost of maintaining an adequate sales force in the field.

To executives at Kling Studios, which maintains studios and offices in Chicago and Hollywood—and sales branches elsewhere—the reason is not surprising. Frederic A. Niles, vice president in charge of its tv-motion picture division, sums it up this way:

"The cost of keeping a sales force on the road is so tremendously high these days—despite the valuable syndicated packages offered—that many firms are having to dig deep, and unless a salesman can really produce with a volume of syndication sales, they face a delicate financial position."

Two Dozen Salesmen

Kling itself maintains a force in excess of two dozen salesmen, all of whom can fall back on a variety of other services if they fail to sell its syndicated programs.

Kling Studios is convinced that it has the right approach to the high costs of salesmen on the road—arm them with a number of services which can either be sold as integrated packages or separately. "A sales force should pay its own way" is its credo, and evidently it's paying off.

Kling maintains some 14 salesmen operating out of Chicago, three out of Hollywood, three out of Seattle, two out of San Francisco, and one out of cities like Detroit and St. Louis.

A Kling salesman, functioning against the backdrop of this philosophy, goes into the field fully briefed on all services Kling has to offer, as well as with samples of its syndicated programs and commercials, industrial films, manuals, brochures, etc.

If it's the type of market where new tv stations are about to take the air, or where independent stations are operating with major dependency on film, a Kling salesman will call on the local telecaster with an assortment of packages stressing kitchen, children, sports and other formats. He also will arrange for audition prints if requested.

If it's a fairly large city where there's a heavy concentration of advertisers and where agencies operate on a large scale, he will establish liaison with agency timebuyers and account executives. They will discuss the media and advertising plans of the particular client in terms of his needs and any campaigns he may have in mind.

The salesman passes on to the agency executive direct contacts at Kling with respect to the division that handles one of the required services.

An advertiser might order, for instance, as did Admiral Corp. this summer, a series of aids including industrial training films, manuals and assorted short spot commercials. Kling is set up to handle each of these services in its mushrooming departments.

Unlike other studios, Kling does not distribute or syndicate everything it produces (like the *Old American Barn Dance*, which until recently had been handled by United Television Programs). And yet, heavier emphasis will be placed on syndicated activities as the future unfolds. In doing so, its executives point out that Kling does not consider itself a competitor with firms like Ziv (which syndicates mostly dramatic programs). Furthermore, Kling has a variety of services to offer the advertiser, whether it be institutional commercials or industrial films.

Kling turns out a number of special film shows and packages which are available to new tv stations at special rates, under the so-called station starter plan, with certain modifications.

Its most prominent syndications are *Uncle Mistletoe*, a series of 26 15-minute programs for Christmas usage. The cost may be as low as $25 per unit, with a 10% discount for a 26-unit contract. Others are: *Old American Barn Dance*, 26 30-minute shows as low as $40 per unit; *Boxing from Rainbo*, 26 30-minute programs with rental as low as $35 per unit; *Paradox*, 26 three-minute episodes, and *File Facts*, 10 three-minute shows, at $10 per unit. These prices were quoted this past summer.

Its most successful have been *Boxing from Rainbo*, *Uncle Mistletoe*, and *Old American Barn Dance*, some of which have enjoyed repeat runs in many markets. Just recently Kling started shooting on *The Referee*, a series of 52 half-hour sports shows, with 13 up for immediate scheduling, and it also has completed *Bert & Elmer*. Still another package is *Music With the Hormel Girls*.

Kling commercials, now well established for syndication, can be institutional, too, as attested by an impressive group list that includes potato chip processors, electric light and power companies, appliances, beer, ice cream, banking and bakeries. All these are designed for the firm's syndication plan.

Kling maintains offices in New York and Detroit, as well as Hollywood and Chicago, and representatives in San Francisco, Seattle and St. Louis. It also maintains contacts in Louisville, Cincinnati, Cleveland, Pittsburgh and other cities.

An example of the syndication plan is a series of 52 half-hour kitchen shows now being produced by Kling for the television division of the Electrical Information Publications in Madison, Wis., with primary sponsorship on individual stations by electric light and power companies or electrical appliance firms.

Purpose of the syndicated commercials plan, according to Mr. Niles, is to make it possible for the television advertiser with a limited budget to "get the same high quality in creation and production in his commercials as the big advertiser."

Kling's main Chicago studios are located at 601 N. Fairbanks Court, on the city's near north side, just across from the celebrated Chez Paree. This modern structure houses everything that is peculiar to the Kling operation—space for art work, photography, public relations, film shootings, production of technical manuals and a host of other purusits.

New Quarters Soon

Newer quarters on Washington Blvd.—the building formerly was a roller-skating armory—will be put to beaverish use. Mr. Niles envisions some commitments for the filming of daily homemaking or dramatic ("soap opera") programs, which fall within the range of the new, out-of-the-way, small city station operator who can't afford the more elaborate presentations offered by the networks. The building will be utilized also for smaller tv productions and to house the art departments. Occupancy is slated for Dec. 15.

Kling Studios Inc. is headed up by Robert Lirinberg, as president, who attributes the expansion to the "vast growth of the use of films in television and the unprecedented amount of industrial, public relations and sales training films Kling has been producing."

Kling's operations actually antedated television by over 10 years. Kling cut its teeth in photography and other pursuits.

Today, with enlarged production facilities in Chicago and Hollywood and mushrooming sales offices elsewhere, and between 700 and 1,000 accounts, the company is flexing its competitive biceps to the point where television accounts for perhaps 35% or 40% of all its revenue (which is in the millions), thanks to an aggressive and expanding sales force.

Used by more TV stations

than any other 4 x 5 commercial slide projector

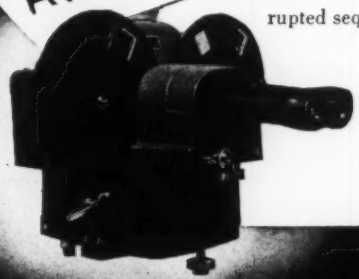
The famous GRAY TELOP I

Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

AND NOW...



GRAY 3A TELOJECTOR

New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

WRITE TODAY FOR BULLETIN RD-8

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*

AUDOGRAPH

2 TOP-RATED

EACH A PROVEN NETWORK SUCCESS

The Playhouse

Thrilling starlit dramas for every member of the family!

Now—from the current *Schlitz Playhouse of Stars* series, 26 half hours that sparkle with box-office favorites like Joan Caulfield, Peggy Ann Garner, Preston Foster, Maureen O'Sullivan. And what wonderful stories! By Somerset Maugham, F. Scott Fitzgerald, Thomas W. Phipps, and many other "greats." A tried-and-proven way for the smart advertiser to win big audiences, week after week! Just *how* big is evident from these local ratings.*

Boston	**32.8**	**St. Louis**	**41.5**
Dayton	**30.5**	**Chicago**	**25.2**
Minneapolis	**29.5**	**Seattle**	**48.0**

Use these faces to launch a sales campaign!
Top stars appear regularly on THE PLAYHOUSE.

ABC

Write—phone—wire your reservation today

SMASH HIT SHOWS

OFFERED LOCALLY FOR THE FIRST TIME

TENSE! TIMELY! TERRIFIC!

RACKET SQUAD

98 SIZZLING ADVENTURES OF THE LAW VS. CRIME

REED HADLEY
(Captain Braddock of "Racket Squad")

This is the TV film series that zoomed into a 45.3 Nielsen rating (Aug. 1953) —the nation's Number One show! It's based on actual cases from the files of police confidence and racket squads. Each half-hour show is an action-packed chapter in the annals of rackets and "confidence games" that could victimize *you*. Big public-service appeal . . . a real buy for advertisers looking for quick, profitable sales. Here's how RACKET SQUAD rates locally:*

Cleveland	**37.5**	**Chicago**	**30.4**
New York	**28.5**	**Toledo**	**56.0**
New Orleans	**42.5**	**Pittsburgh**	**46.3**

*Rating Source: Telepulse, December 1952

FILM SYNDICATION

In New York: Don L. Kearney, 7 West 66th St., SU 7-5000; **in Chicago:** John Burns, 20 North Wacker Drive, ANdover 3-0800

COMPARATIVE NETWORK TV SHOWSHEET

© 1953 by Broadcasting Publications, Inc.

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	No Network Service	American Machine Scott Paper Greyhound Omnibus		Revere Meet the Press L
6:15				
6:30	BB Pens Gemex Ekco—alt. George Jessel Show	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There		Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Johnson Wax Life with Father		P&G Winchell-Mahoney L
7:15				
7:30	Sweets Co. Tv Teen Club	Am. Tobacco Private Secretary L Jack Benny every 3rd wk		Reynolds Mr. Peepers L
7:45				
8:00	Special Programs TBA	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour L
8:15				
8:30				
8:45				
9:00	Gruen-Carter W. Winchell	General Electric Fred Waring Show L GE Theatre 12/6 only	American Chicle Co. & Kreisler Mfg. Co. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	B.&W. Orchid Award			
9:30	Hazel Bishop Peter Potter Show	Bristol Myers Man Behind the Badge L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00		P. Lorillard The Web L	Mogen David Wine Corp. Dollar A Second	P&G Letter to Loretta F
10:15				
10:30	B. Graham Hour of Decision	Jules Montenier alt. wks. Remington Rand What's My Line L	R. J. Reynolds Tobacco Co. Man Against Crime	Man Against Crime R. J. Reynolds F
10:45		Norwich Sunday News Spec.		
11:00				
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			*Capt. Video*	
7:00				
7:15	Amer. Home Prod., News John Daly		*Marge & Jeff*	
7:30	Duffy-Mott Jamie	GM-Oldsmobile News L		C. R. Chem. A. Murray Party L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Derby Foods Sky King	Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	*Of Many Things* S	Lever-Lipton Godfrey's Talent Scouts L	*The Big Issue*	Firestone Voice of Firestone L
8:45				
9:00	*Junior Press Conference* S	Philip Morris I Love Lucy F		RCA Victor Show (Dennis Day) L
9:15				
9:30	*The Big Picture* F S	Gen. Foods Instant Maxwell Coffee L Red Buttons Show	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00	*In Our Time* F S			
10:15		Westing-house Studio One L		
10:30			*Ringside Interviews*	Co-op Who Said That L
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45	Amer. Home Prod. Rea Lemon-Puritan Co. News J. Daly		*Capt. Video*	
7:00				
7:15			*Marge & Jeff*	
7:30	duPont Cavalcade of America	Amer. Cig. & Cig. Co. News L		Dinah Shore Show Chevrolet L
7:45		Jane Froman		Camel News Caravan L
8:00	No Network Service	Wrigley Gene Autry Show F	Admiral Corp. Life Is Worth Living	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Pharmaceuticals. Inc. Red Skelton	Benson & Hedges Pantomine Quiz (alt.)	Gen. Fds. Hope Show (3d week) (8-9)
8:45				
9:00	American Tobacco alt. Speidel Danny Thomas Show	Carter Prod. (alt. wks.) Schick, Inc. This Is Show Business		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. with Motorola The Amer. TV Hour	Electric Auto-Lite Suspense L		Armstrong Circle Theatre 9/1 L
9:45				
10:00		Block Drug Danger L		P. Lorillard Judge for Yourself L
10:15				
10:30	American Chicle Swanson (alt. wks.) The Name's The Same L	Alcoa See It Now		Mutual of Omaha, Bob Cousidine
10:45				
11:00				
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N				
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	*Gerald Johnson*			*Youth Wants To Know* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				Minn. Mining. Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey See footnote for time		
10:15				
10:30				*Glamour Girl* L
10:45		Fri. 10-10:30 *Jack Paar Show*		
11:00				*Hawkins Falls* L
11:15		Fri. 10:30-11:30 *Wheel of Fortune* F		*Three Steps To Heaven* L
11:30		Colgate-P'olive Co. 11:30-12 N Strike It Rich L		*The Bennetts*
11:45		Gen. Mills (MWF) Valiant Lady Toni (Tu&Th)		*Follow Your Heart* L
12:00 N				And. Jergens Co. Bride & Groom L
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		
1:00		P&G The Brighter Day		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00	*Animal Time* S			
2:15				
2:30	Sweets Co. Tootsie Hippodrome			
2:45				
3:00	Brown Shoe Co. Smilin Ed's Gang			
3:15				
3:30	Ralston-Purina Space Patrol L	*Winky Dink and You*		No Network Service
3:45				
4:00	Local	Gen. Foods Post Cereal Div. Rod Brown, Rocket Ranger (Exp. 12/26	11-11:30 Tom Corbett Space Cadet Int'l Shoe Co. (Alt.) with Secret Files of Capt. Video	
4:15				
4:30		National Dairy The Big Top L		
4:45				
5:00		(Special Show Christmas Day 3-4 p.m.)		
5:15				
5:30		Gen. Mills The Lone Ranger		
5:45 PM				

NBC	THURSDAY ABC	CBS	MBS	NBC	FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC	
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	Labor	Sam Jones Politics	Dance Orchestra	George Hicks News	6:00 PM
NBC Sports Review Co-op		Dwight Cook's Guest Book		NBC Sports Review Co-op		Dwight Cook's Guest Book		NBC Sports Review Co-op	Management S	UN on the Record		H. V. Kaltenborn News Co-op	6:15
No Network Service	Budweiser Bill Stern	No Service		No Network Service	Budweiser Bill Stern	No Service		No Network Service	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Know Your NBC's	6:30
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)	Una Mae Carlisle	Daniel Schorr News	5:55 Johnson-News Repeat		6:45
Inter. Harvester Alex Drier (53) Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (174) R	Fulton Lewis jr. (342)	Inter. Harvester Alex Drier (53) Man on the Go	Vandercook CIO	Toni, Man. Soap Family Skeleton (174) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)	Disaster Strikes	Johnny Mercer Show	Co-op Al Helfer	Baron and the Bee	7:00
No Network Service	Co-op Kiplinger	Beulah	Co-op Three Suns	No Network Service	Co-op Kiplinger	Beulah	Co-op Three Suns	No Network Service	The 3 Suns		Co-op Report from Washington		7:15
Miles Labs News of World (156)	Starr of Space (See Footnote)	Longines Wittnauer Choraliers (96) R	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	7:35-45 M-W-F LesPaul&M.Ford Lambert (161)	Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S		7:30-7:55 Where In The World	NBC Lecture Hall	7:30
Miles Labs 1 Man's Family (166) Rp		Am. Oil- Ed. R. Murrow (98)	7:50-8 Bonnie Lou & Her Boys	Miles Labs 1 Man's Family (166) Rp		Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp			State Farm Auto Ins. Co. C. Brown		7:45
R. J. Reynolds Walk a Mile (196)	3-City Byline S	Brylcreem Meet Millie (199) R	Official Detective	General Foods Roy Rogers L/P 12/24	3-City Byline S	Brylcreem P & G Mr. Keen (199) R	Take a Number	Chevrolet Dinah Shore (198)	Dancing Party S	Gen. Foods Gunsmoke (99) R	20 Questions	College Quiz Bowl	8:00
	Burlington Mills Sammy Kaye			News 8:25	Burlington Mills Sammy Kaye			To Be Perfectly Frank		Sanka Salute (99) R 8:25-30 p.m.			8:15
Kraft Gildersleeve (160)	Hollywood Starway	Junior Miss	Co-op Nightmare	General Foods Father Knows Best (160) L/P 12/24	Hollywood Starway	Broadway Is My Beat	Co-op Starlight Theatre	Amer. Dairy Bob Hope (198)		Gangbusters	Co-op Virginia Barn Dance	Theatre Royal	8:30
	Mike Malloy				Mike Malloy			"					8:45
DeSoto Plymouth Dealers, Groucho (191)	The George Jessel Show	GE Meet Mr. McNutley (206)	9:05 Philip Morris Sports-"Ten" Co-op News Reel	Pet Milk Truth or Consequences (166)	Hotpoint & Lambert Ozzie & Harriet	Stage Struck	9:05 Philip Morris Sports-"Ten" Co-op Newsreel	RCA Harris Faye (198)		P. Lorillard Two For The Money (208)	(Co-op) New England Barn Dance Jamboree	The Hollywood Story	9:00
								"					9:15
Amer. Cig. & Cig. Big Story (192)	Horatio Hornblower	Jergens Time for Love (130)	Philip Morris My Little Margie	Swayze News Stewart-Warner	Corliss Archer ECAD 9:30-9:55		Hometown America	Swayze News Stewart-Warner			Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)	9:30
				Eddie Canter 9:35-10 *OT				House of Glass 9:35-10		Saturday Night Country Style			9:45
Fibber McGee & Molly *3-Plan	ABC Late News 10:00-10:05	Amer. Tob. Horace Heidt (212)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly *3-Plan	9:55-10 Sports	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Fibber McGee & Molly *3-Plan	Orchestra S			Ralston Purina Eddie Arnold Show (115)	10:00
Can You Top This?	Co-op Headline Edition		Christmas Specials	Can You Top This?			Christmas Specials	Can You Top This?			Chicago Theatre of the Air S		10:15
Report from the White House	Gunnar Back	10:30-35 Robert Trout Cedric Adams	Co-op Deems Taylor Concert	Jane Pickens Show Co-op	10:00 Fights Gillette	10:30-10:35 Robert Trout Cedric Adams	Co-op Deems Taylor Concert	Listen to Washington	Treasury Show	10:30-35 News Daniel Schorr		Pee Wee King Show Co-op	10:30
	Orchestra (See Footnote)	Three Suns				Dance Orchestra				Dance Orchestra			10:45
No Network Service	Martha Lou Harp S	News	Co-op Ed Pettitt-News	No Network Service	Martha Lou Harp S	News	Co-op E. D. Pettitt News	No Network Service	News S	News	Co-op Ed Pettitt	News from NBC	11:00
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Frank & Jackson	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Orchestra	Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary	11:15 PM

SUNDAY MBS	NBC	MONDAY - FRIDAY ABC	CBS	MBS	NBC	SATURDAY ABC	CBS	MBS	NBC
Lutheran Hour	U. of Chicago Roundtable	Closed Circuit	P&G Crisco Dr. Malone (103)	Luncheon with Lopez	Pauline Frederick Reporting—Co-op	Vincent Lopez Show S	Hormel & Co. Music with Hormel Girls (125)	Ruby Mercer Show	U. S. Army Band S
			P&G Duz Guiding Light (161)		No Service		2:00-05 Les Paul & M. Ford Lambert (161)		
Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (145)	Say It With Music			2:10-30 Alfredo Antonini	2:25 Johnson News	
			P&G Tide Perry Mason (173)	2:25 Johnson & Son, News					
Sammy Kaye	American Forum of the Air	Jack's Place 2:35-4:00	Toni Nora Drake (197)	Wonderful City			Make Way For Youth	101 Ranch Boys	Football Games 2-5 Approx.
			P&G Ivory Fl. Brighter Day (176)		Jane Pickens 2:55 News Banghart				
US Military Academy Band	Golden Voices	Gen Mills Joe Emerson (27)	Miles Labs Hilltop House (147) R	Co-op E. Holles & News	P&G Life-Beautiful (170)		Report From Overseas	Bandstand U.S.A.	
			Lever, Kellogg Houseparty * (181) R		P&G Road of Life (163)		Adv. in Science		
Mr. District Attorney (Co-op)	The Golden Treasury	Jack's Place (Cont'd)	Pillsbury House Party (192) R*	John B. Gambling	P&G Pepper Young (166)	Co-op Football	Farm News	Sports Parade	
			Toni, Man. Soap Wizard of Odds (180)		P&G Right to Happiness (163)		World Assignment		
Under Arrest		Jack Owens	Gen. Fds.(4-4:05) Robt. Q. Lewis (85)	Co-op Baukhage-News	P&G Backstage Wife (175)		The Chicagoans	Salute to the Nation	
			Corn Prod. Sunshine Sue (82)	Mutual Music Show	Sterling Drug Stella Dallas (151)				
4:30-4:55 Crime Fighters	Weekend (Radio "Sunday Newspaper") Participating See Note	Music in the Afternoon S		Co-op Welcome Ranch	Sterling Drug Young Widder Brown (151)		4:30-5 Soldier Serenade	Mac McGuire Show	Sports Programs Following Games
4:55 News S			4:55-5 News		Manhtn. Soap Woman in My House (181)				
		Co-op Big Jon & Saarkie		Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Whitehall† Just Plain Bill (143)	Martha Lou Harp	5-5:30 Tommy Dorsey Treasury Show	5-5:05 Johnson News 5:05 Walter Preston's Show Shop, 5:55 Johnson & Son News	
The Shadow Co-op		Oklahoma Wranglers	No Service		Whitehall Front Page Farrell† (138)				
		Lum & Abner Co-op			C-P-P Lorenzo Jones (191)	Paulena Carter	Stan Dougherty Presents		
True Detective Mysteries		Tommy Howard Trio	Miles Labs Curt Massey Time (149) R	5:30-5:55 M W F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	It Pays To Be Married *3-Plan	Club Aluminum Club Time (28)			
"									

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Chevrolet now sponsors 24 5-minute newscasts each weekend.
12-12:05 p.m. Sat. Campana—Bill Shadel 188
CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 109.
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
3:15- 3:30 p.m. MWF. Lever—Houseparty 189
3:15- 3:30 p.m. Tue Kellogg—& Houseparty 191
3:15- 3:30 p.m. Fri Green Giant—Houseparty 171
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 191
3:30- 3:45 p.m. Fri Kellogg—Houseparty 192
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84 Arthur Godfrey Clients 10-11:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. Frl.) 192.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 199.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 198.
10:45-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Fri.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Fri.; Natl. Bis., Tu.-Th., alt. Fri. 203.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 206.
11:25-30 a.m. Sat. Gen. Fds., Galen Drake—149.
MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs, alternate days
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Saturday 8-8:30 p.m.—Twenty Questions—Credit Union National Assn. Sponsors 15 min only—alternate weeks—
Tues. & Thurs., 7:45-7:50 p.m.—Titus Moody-Emerson Drug.
Procter & Gamble—Mon-Fri. Hiatus 12/2/53-12/23/53
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
S.O.S. Company—Mon.-Fri.
Druggist Supply Corp.—Mon-Fri. 12/2/53-12/23/53 only
Sun. 6:30-7 p.m.—Squad Room—Participating sponsors:
Camels and Proctor & Gamble
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News
NBC—8-8:15 a.m., Skelly Oil M-F. News (28); † Whitehall Pharm. "Just Plain Bill", "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem
***Emerson Drug—Mon. & Wed.
Three-Plan: Paper-Mate M-T-W Lewis-Howe Tue. Fibber & Molly; Wed. Second Chance; Thurs. It Pays To Be Married
Weekend: B. F. Goodrich Co.

November 30, 1953

Radio's most dynamic personality...now on TV

FULTON LEWIS, JR.

You know what a sensation Fulton Lewis, Jr.'s co-op radio program has been...

- 14 MILLION RADIO LISTENERS
- 520 RADIO STATIONS
- 752 LOCAL CO-OP SPONSORS

NOW...this supercharged personality is on TV for the first time with a weekly fifteen-minute program that's unique in format and viewer appeal. The Fulton Lewis, Jr. Show is not a news program that rehashes stale events. It's a behind the headlines report of eyewitness facts by people who *know*... and who tell all.

The Fulton Lewis, Jr. Show is filmed each Friday morning in Washington, D. C. It's processed in special high-speed newsreel labs and rushed air-express to TV stations the same day for telecast far ahead of the headlines.

Here's a program that's unique in every sense of the word. It's forceful...it's fascinating...it's a real rating builder... a pre-proved sales booster for any local sponsor. Act fast to skim the cream off what will undoubtedly be the fastest audience snatcher on any local TV Station. The Fulton Lewis, Jr. Show will be ready January 8...but we urge you to get in touch with UTP TODAY.

ANOTHER BIG, NEW FIRST-RUN SHOW from UTP:

HOLLYWOOD 650 N. Bronson
NEW YORK 444 Madison
CHICAGO 360 N. Michigan

UNITED TELEVISION PROGRAMS INC.

A Landmark in Radio Research

PROBABLY no more significant research has been done in the radio field in recent years than the Alfred Politz study commissioned by the 11 radio stations represented by the Henry I. Christal Co.

Based on 4,985 personal interviews in a probability sample representing the 61,600,000 people 15 years old and over living at the time in tv areas, the Politz study produced overwhelming evidence of the pervasiveness of radio and people's reliance upon it.

A preliminary report of the results was issued last summer and presented in detail in B•T, July 27. The final report is now contained in a comprehensive booklet, "The Importance of Radio in Television Areas Today," which is being given wide distribution throughout the advertising field. What the Politz project set out to do was to find out the reasons that people have radio and their attitudes toward it. How well the Politz organization succeeded is indicated by the observations appearing below. This article is the text of comments by an impartial authority, Alfred Stanford, a veteran and respected advertising man.

The comments appear in the booklet. Mr. Stanford was asked by the sponsors of the survey to write his appraisal because of his experience in various media. He was one of the founders of Compton Advertising Agency, was later director of the Bureau of Advertising of the American Newspaper Publishers Assn., became vice president and advertising director of the *New York Herald Tribune*, re-entered the agency field in 1951 as director of the plans board of Benton & Bowles. Last May he resigned to publish his own magazine, *Boats*.

NARTB and BAB are participating with the Christal-represented stations in distributing the booklet. BAB is sending 5,500 copies to advertisers, agencies and BAB members. NARTB is sending 5,000 copies to stations that are not BAB members, to schools and libraries. The Christal stations themselves are distributing some 4,500 copies. Other stations that wish to promote the study in their own communities may obtain extra copies at the cost of printing, the Christal company has announced.

Stations sponsoring this research were WBAL Baltimore, WBEN Buffalo, WGAR Cleveland, WJR Detroit, WTIC Hartford, WDAF Kansas City, KFI Los Angeles, WHAS Louisville, WTMJ Milwaukee, WGY Schenectady and WTAG Worcester.

IN ITS preoccupation with little "measurements" for a quarter of a century, radio has not only dramatically underestimated itself, it has even failed to see itself as a medium. The true nature of the radio medium, at last suggested by this Politz survey, is important news for every advertising man in the business today.

The *superficial news* is that radio, confronted by the competition of television, has retained its enormous vitality. This is quite big news in itself, perhaps. Certainly it is surprising to anyone who has not understood the *exclusive role* radio has been filling in people's lives.

The *big new concept of radio as a medium* can be stated very simply indeed.

Human capacity for multiple attention is one of the basic facts of life. For example, while you drive your car through heavy traffic, you are also likely to be smoking a cigarette and conversing animatedly on a variety of matters with your companion. That is multiple attention.

Or you may be having a business lunch in a noisy restaurant. You concentrate on the conversation at your table and don't "hear" the hubbub elsewhere in the room. Yet if someone at the next table speaks your name, your ear at once catches that significant sound. That, too, is multiple attention.

Multiple attention is a workable principle and a commonplace fact in American life.

Now, if America stands for anything, it means busy, busy people. Couple this with the fact that, as another phenomenon of multiple attention, *you can listen to radio while you are doing something else*. You, at last, have the picture of radio as a medium in busy American life. You have the key to why radio has not been permanently hurt by that great new machine, television. Radio serves a multiple attention need in busy American life.

This advantage of radio—that people do other things while they listen to it—has not been well enough understood, in spite of its common observability every day.

Actually, this fact establishes the exclusive characteristic enjoyed by radio alone of all media. In busy American lives it is one of the hardest jobs for the salesman to force attention, to get the door open, as it were. But to a fantastic degree, as one peruses this study, we see that radio has always had this door open, no matter what else people are doing. *For radio is a constant, friendly companion in people's lives,* present almost wherever they go or whatever else they do, all around the clock.

This privilege is enjoyed by no other medium. Its values have not begun to be consciously exploited by the advertiser.

It is sharply ironical to see, when once a medium like radio lays aside its intracompetitive, quantitative welter of "research" (i.e., program against program) and its intercompetitive preoccupations (i.e., radio against newspapers, television, magazines), what new strengths for radio appear.

After years of being cheated by underestimation and the failure to understand itself because of narrower, so-called "measurements", radio now at last is revealed in basic new measurements that show its strength as it really is in people's lives. How shallowly spent were the hours squandered analyzing only rating figures at the expense of a clear look at radio in full-length, living perspective!

To discover an exclusive characteristic enjoyed by one medium alone, and of which that medium had not actively been aware, should prove a great reward to those men of vision and courage who sponsored this study of radio in television areas. It could well herald a rebirth of advertising enthusiasm for radio and a substantial increase in its use.

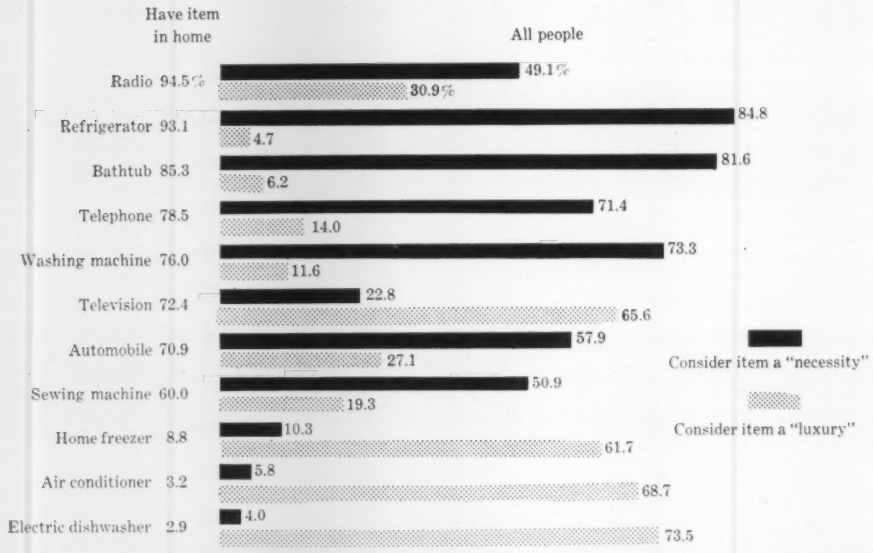
New Concepts' Importance

The deep importance of this new concept emerges ever more clearly as we examine the qualitative details of this study and begin to think in terms of the application of this concept of radio as a constant companion, capable of multiple attention, to our present use of the medium. In detailed findings of this study, which are the subject of running comment as we go through it, we are able to unblindfold ourselves and *identify* to whom we are talking. What they are doing and where. What an advantage to the advertiser! To the creative radio writer! And what a rich field for further, more detailed qualitative research!

If radio was considered a "dead" medium with the arrival of television, so were newspapers when radio bloomed on the horizon. After 15 years of falling-revenues, the newspaper medium was suddenly rediscovered, just as this survey may contribute to the rediscovery of radio. What appears to be true is a rather fundamental law that should not have to be proved again in our business lives. Rather than one medium being displaced or eclipsed by another, *a medium that enjoys a special and exclusive usefulness can never die.*

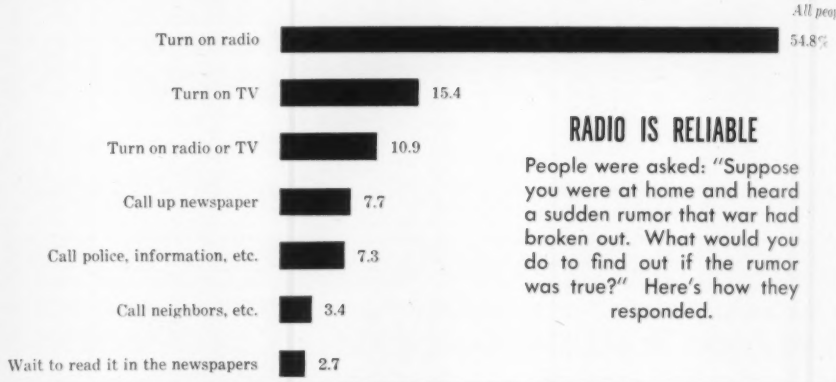
Finally, in this area of general comment, we cannot refrain from thinking a little about the kind of research we are doing in media. Is it fundamental? Does it illuminate the heart of the matter? Or is it concerned with nits and gnats?

We have no time today for nits and gnats. We ought to have outgrown our childish appetite for figures, just as figures, and for



RADIO IS A NECESSITY

Radio outranks all other important household appliances in ratio of ownership—1% ahead of refrigerators, 9% ahead of bathtubs, 16% ahead of the telephone. The cost differential, of course, is a factor. Hence the survey asked people's opinions of such items as a "necessity" or a "luxury." Figures at the left of the bars in chart indicate percentage of homes owning various appliances. Those at right of the bars show percentages of people who regarded the items as "necessity" or "luxury."



RADIO IS RELIABLE

People were asked: "Suppose you were at home and heard a sudden rumor that war had broken out. What would you do to find out if the rumor was true?" Here's how they responded.

the false reassurance of inadequate figures. Advertising needs more contributions of the order of this new landmark document.

There is nothing easy about fundamental research. It is costly. It involves subtle quantitative checks for accuracy by formulae that Alfred Politz has attained a justified reputation for developing to a level of extreme accuracy. While the methods are for the technician, the aim of such research should concern all who have to do with advertising. The aim of fundamental research is pointed, always, at people and, after reaching people, to dig below the surface, easy explanations and get to the real heart of the matter. An earmark of the sound fundamental researcher is that he is ready to lay aside even his own mass of data.

Research of the high sensitivity and accuracy implied in this work of the Alfred Politz organization has seldom been more fully justified than in the findings of this real voyage of discovery.

The findings on *who* listens, *when & where & why*, build the picture of a medium with penetration and tremendous impact because of its special ability to serve people's wants and needs.

The well-known basic "quantities" of radio (how many, how long, etc.) are important. But they do not describe wholly the importance of the medium. These quantities are not radio. They are the end product of radio's special qualities to serve people.

These "qualities" of radio are real and basic to an understanding of what radio is and what it can do. Research cannot ever describe perfectly the services radio performs—the reasons radio is indispensable But this, nevertheless, is what is really important and it is something advertisers and agencies include in their thinking about each medium, whether consciously, by intuition, or on objective evidence.

In the field of specific conclusions—briefly summarized—these points stand out:

1. *Radio, as a constant companion of the busy, busy American people, is the* only *medium capable of serving in multiple attention situations.*

2. *The fact that television—a powerful medium, but one without this characteristic —has failed to displace radio from this fundamental role is, thereby, easier to understand.*

3. *A new challenge to the creative use of radio has been set up, now that its basic personality difference as a medium with an exclusive characteristic has at last been suggested.*

4. *More of such fundamental basic research on the further significance of this idea should immediately be undertaken; it is a very big advertising idea, worth big investment.*

The original objectives of the research this study has pioneered have thus been importantly served. Through comprehensive evidence of the "who" and "where," "how" and "why" of radio listening, as well as the sheer number of radio listeners, we now have a clearer picture and better understanding of how radio works and what it does for people.

Radio owes it to its listeners to give advertisers and their agencies this information, to show them how and why radio continues to deserve their confidence. And the radio industry itself needs this clearer picture of the medium so that it can act more surely to meet—on behalf of radio—the responsibilities that so many millions of Americans have given to this medium.

THE LATEST WCKY STORY

WCKY

50 GRAND IN WATTS

DOING THE REAL JOB FOR THE ADVERTISER

The L. B. Wilson Station, Cincinnati

WCKY

—PROGRAMS & PROMOTION—

CONTEST CHANGES

NBC's *You Bet Your Life*, starring Groucho Marx, has a change of format. Contestants can now select four questions from a total of ten questions in a specific category. Each question is worth $10 to $100, and contestants keep the money gained by correct answers. Producer John Guedel and co-director Bernie Smith explain that the seven-year-old "betting" system resulted in most contestants either winning the full $320 or going broke.

BOOSTER CAMPAIGN

WBAW Barnwell, S. C., which began broadcasting Oct. 12, has been distributing booster cards for advertisers to be used in windows and store displays. Cards, distributed in various towns, read: "We're boosting (town name) over WBAW . . . keep up with community progress on your community station."

WIP COMBATS DELINQUENCY

A SPECIAL series of weekly half-hour broadcasts dealing with the juvenile delinquency problem was launched by WIP Philadelphia. Microphones and tape recorders will make an actual recording of a high school council meeting in an area seriously affected by the recent crime wave. Discussion of an actual case, with interviews of child and parents involved is scheduled, and also a talk by Dr. E. Preston Sharp, director of the Youth Study Center, the city's institution for delinquent boys. Names of participants were not used.

'NEBRASKA STORY'

TO SUPPLEMENT classroom history instruction, WJAG Norfolk, Neb., is currently programming a 13-week series of quarter-hour historical programs, designed for "in-school" listening each Wednesday 2:15 p.m. Programs are arranged chronologically, except for the

THIS is a dramatic moment for KFDA-TV Amarillo as the city's Mayor Bud Curtis sits in the director's chair to press the button bringing in CBS-TV's *Omnibus* program as the station makes official its cable interconnection with CBS. Taking part in the ceremony bringing live tv to the city are (l to r) local Chamber of Commerce President Joe Jenkins; KFDA news editor Bill Johns; Mayor Curtis, and KFDA-AM-TV General Manager Stan Wilson.

HIGH and MIGHTY

Emsco "Towers of Strength"

For safety, performance and economy, Emsco TV "Towers of Strength" will fill your requirements for a truly high and mighty tower. Emsco towers of all heights are designed to carry the new heavy weight antennas.

Emsco towers meet rigid RTMA and AISC standards. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

Emsco unconditionally guarantees its tower designs. Back of each Emsco tower is more than a quarter of a century of pioneering and development work in the field of steel fabricated towers.

For guyed or self-supporting towers of unequalled value, specify Emsco. Prompt delivery assured!

EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY

LOS ANGELES, CALIFORNIA

Houston, Texas • Garland, Texas

Typical Emsco self-supporting tower, Baton Rouge, La.

final two, which deal with this section of the state rather than a period of history.

WJAR GOLF TOURNAMENT

JIM METCALF, staff announcer for WJAR-AM-TV Providence, R. I., was presented a trophy on *Tv Sports Page* over WJAR-TV recently. Mr. Metcalf defeated Roger Kennedy of the Engineering Department 2 and 1 in the 1953 WJAR-AM-TV golf tournament. The tournament is comprised of engineers, directors and announcers of WJAR radio and television staffs.

NEW WGAR SERVICE

PROGRAM Director Reg Merridew of WGAR Cleveland has added another new program service for WGAR listeners. Beginning this week, road-condition reports will be broadcast four times daily. The reports will be assembled from information obtained from the State Highway Dept., the Auto Club, Central Greyhound and the Cleveland Transit System.

KLZ SPORTS COVERAGE

KLZ Denver will give extensive coverage of Denver U. winter sports activity every Saturday night at 8:00, beginning Dec. 5. KLZ radio will air direct broadcasts from the Pioneer arena of 12 outstanding hockey and basketball attractions with Walt Schrader, a radio veteran, but a newcomer to the Denver radio scene, handling the play-by-play.

POSTCARD PROMOTION

SPECIAL postcards printed by sponsoring Security-First National Bank, Santa Ana, Calif., promoting *Meet Your Neighbor* on KVOE that city, are mailed out by local business firms whose activities are described in station-tape recorded interviews at various plants and stores in Orange County. Average distribution of postcards, which contain strong plug for station, runs about 7000 a month.

Bock to Bach

THE NATIONAL Brewing Co., Baltimore, going classical, will sponsor a special Christmas concert featuring the Baltimore Symphony Orchestra, with guest appearances by opera star Mimi Benzell and actor Basil Rathbone. According to an announcement by Jerold C. Hoffberger, National president, the program will originate from WMAR-TV Baltimore tomorrow (Tuesday) evening, and also will be aired by WTTG (TV) Washington.

COLLEGE BASKETBALL

KING-TV Seattle will televise eight collegiate basketball games in the 1953-54 season, it was announced by Al P. Hunter, commercial manager for the station. Four U. of Washington games and four Seattle U. games will be covered. Negotiations to televise the U. of Washington games were completed by Mr. Hunter and Sportsvision, the organization representing the Pacific Coast Conference in television dealings. Sportsvision is represented in the Pacific Northwest by Hugh Felton. All telecasts will be sponsored by the Richfield Oil Corp.

SONG CATCHES ON

STORY with the Hollywood touch—but with a bit more authenticity—developed recently on a WTAM Cleveland *Morning Bandwagon* show when singer-pianist Hamish Menzies premiered his newest musical composition, "Our Anniversary." Mr. Menzies, who was appearing at the Hotel Hollenden in Cleveland, got word that on Tuesday, November 24, Johnny Andrews, m.c. of the *Morning Bandwagon* and his wife Betti celebrated their second wedding anniversary. He worked all night and came up with an original piece of music, "Our Anniversary" —dedicated to his long-time friend Johnny Andrews, and presented the song for the first time to the vast WTAM *Morning Bandwagon* audience. Since then, WTAM reports a tremendous amount of mail and phone calls from listeners wanting sheet music and recordings of the song.

HISTORICAL STATION BREAKS

WAPI-WABT (TV) Birmingham, Ala., in cooperation with the Alabama Historical Assn. are carrying anniversary mention of the most important event in the state's history for the particular date. The association provides the spots and the stations work them in as a closing item on Alabama newscasts. The stations get mention in the association's quarterly and the association gets credit on the air.

Tv Doesn't Hurt Cubs

DOES television hurt attendance of hangers-on in the major league baseball pennant races? It apparently doesn't—at least the Chicago Cubs don't think so. In signing a new contract with WGN-TV Chicago for exclusive tv rights to all Cubs' home games [B•T, Nov. 30], James P. Gallagher, club's business manager, stated:

"We believe television has helped to promote interest in the Cubs and in baseball in general in the Chicago area. We think television helped to keep our attendance up and certainly brought the game to many people who could not get out to the ball park. The cooperation from WGN-TV in promoting attendance also helped to make additional fans."

The Cubs, traditional stragglers in the National League in recent years, finished seventh in 1953. They're the only club without nighttime baseball — and thus have no problem of baseball telecasts when other tv competition is strong.

JAPANESE NEWSCASTS

KGMB-TV Honolulu, T. H., CBS network station recently programmed daily Japanese language tv newscast. Entitled *Tomomichi Kuraichi Reports*, newscast is 10 minutes long and goes out over KGMB-TV at 2:30 p.m. Monday through Friday.

KING-TV MERIT AWARD

KING-TV Seattle received a special award of merit by the Armed Forces of the Puget Sound area for station's weekly public service program, *March On*, claiming it to be the first such award presented in the Pacific Northwest.

KITE Stages Own 'Pearl Harbor' on Dec. 7

KITE San Antonio, wondering how many people in that city remembered Pearl Harbor, instituted a "sneak attack" of its own Sunday, Dec. 6, on the eve of the 12th anniversary of the Japanese attack at Hawaii, to prove the city could be almost completely disabled with no one aware of the danger.

KITE newsmen Coit Butler and Bill Allert solicited the aid of former navy frogman Bob Hamilton, a demolition expert, and accompanied by a reporter and photographer from the *San Antonio Light*, they planted fake charges of explosives in six vital spots over the city of 400,000 population.

The group, which started shortly after 9 p.m., used "time-fused" charges of "dynamite," "tetratol" and "C-2." They drew only passing attention as they deposited the charges at the city telephone building, the water main supplying the downtown area, a major power plant, a water tower and the radio tower for the sheriff's office, in a manhole at the busiest intersection in town and under the police dispatcher's office. If the charges had been real, KITE says, the town's lights, water and telephone service would have been cut off and the peace officers would have been left without effectual control.

Each charge was labeled with a drawing of KITE, the time it was placed at each place and the time when the fuse would have gone off if the charge had been a real bomb.

Coincidentally, KITE says, M. H. Rodes, city police communications supervisor, on the same day filed a report with his superiors requesting a $30,000 decentralized radio network to replace the "entirely neglected and completely vulnerable police center now in use. The plan calls for new civil defense communications, creating 38 base radio stations over the city, to stop just such a blow that could destroy all emergency communication."

The San Antonio station reports it was swamped with calls after its broadcast, which was timed to take place at approximately the same hour as the actual Pearl Harbor attack 12 years ago. San Antonio teachers were invited beforehand to air the broadcast over loudspeakers in classrooms. Both the UP and INS carried items on the KITE project.

Some sample comments received by the station:

"Best program of its type I ever heard. It should be required listening."

"Tremendous. It made me realize it could happen here."

"Excellent reporting. What can I do to help?"

Advertisers

J. Clyde Coffis, executive vice president, Kraft Foods Co., elected to board of directors, National Dairy Products Corp., Kraft parent company.

Albert H. Campbell, advertising manager, packing equipment div., Food Machinery & Chemical Corp., San Jose, Calif., to firm's general advertising department., with **Jack Smutz,** Jim Smitz Adv. Agency, Riverside, Calif., replacing Mr. Campbell.

Agencies

George Thomas Clark Fry, vice president and account supervisor of Kenyon & Eckhardt, N. Y., elected director of agency.

Bonner McLane, office manager, promoted to partner and vice president, Syers, Pickle & Winn, Austin, Tex. Other promotions are: **W. G. Moore** to comptroller and **Harvey O. Payne** to director of publicity and promotion, same agency.

W. Arthur Fielden elected vice president of Houck & Co. of Florida, Miami. **Richard G. Hansen** appointed production manager of agency.

Charles W. Reinhart, lecturer on advertising at CCNY Business School, to James Thomas Chirurg Co., N. Y., as account manager.

L. B. Moses, account executive, Byron H. Brown & Staff, L. A., to Harrington-Richards, same city, as account manager.

T. C. Thompson, sales vice president and director, Horlick's Corp., Racine, Wis., to Ruthrauff & Ryan, L. A., as West Coast director of food merchandising.

Richard Peter to Goldthwaite-Smith Adv. Agency, S. F., as account executive.

Stephen H. Schaffer, public relations and advertising director, Jack D. Dempsey Enterprises, Hollywood, and **Jack Stanley,** account executive, Clifford Gill Agency, L. A., to Phil D. McHugh Co., L. A., as account executives.

Joseph LaRocco, art director, Jack Cable & Associates, Houston, to McHugh Co. in similar capacity.

David F. Titus, program director for CBS and the Don Lee systems, appointed television-radio director of Cole & Weber, Seattle.

John F. Manning, account executive, Chambers & Wiswell Inc., Boston, to Foote, Cone & Belding, S. F., in similar capacity.

Gene Walther, partner in Walther-Boland Assoc., S. F., has withdrawn from active participation to return to his native Switzerland.

Ray Connors, public relations representative, Carl Byoir & Assoc. Inc., Baltimore, to Stromberger, LaVene, McKenzie, L. A., in similar capacity for General Petroleum account.

Hal Falvey, Fuller & Smith & Ross Inc., Chicago, to Beaumont & Hohman Inc., S. F., as creative department head.

Charles Wilmarth, public relations, Wine Institute, S. F., opens offices for Stromberger, LaVene, McKenzie in that city, in General Petroleum Bldg., 714 Montgomery St.

Pierre F. Bruneau, chief television film editor of Canadian Broadcasting Corp., Montreal, to tv supervisor of McKim Adv. Ltd., Montreal.

Bud Hayward, producer of *Voice of the Army*, Canadian network show for past three years, to radio-tv director of James Lovick & Co. Ltd., Montreal.

Mort Berry, former director of sports publicity, U. of Pennsylvania to W. Wallace Orr Inc., Phila., as head of public relations and copy staffs.

Janet Allen, continuity director and director of women's programs, WILS-AM-TV Lansing, Mich., to Milton Weinberg Adv. Co., L. A., as copywriter.

Stations

Les Williams, commercial manager of WWGP Sanford, N.C., named general manager of WOOW New Bern, N.C.

Jack Shefrin, radio-tv director of John Kaye Adv. Agency, Kansas City, appointed general manager of WRNY Rochester, N.Y., and **Fred Bethel,** formerly executive producer and director at CBS, named program director of the same station.

Mr. Shefrin

Mr. Bethel

John E. Scott, president of Elmer E. Scott Co., appointed general sales manager of WKLO-TV Louisville, Ky.

Theodore Noyes McDowell, independent television package producer, appointed to WMAL-TV Washington sales staff.

Claude A. Johnstone, to sales staff of WBBF Rochester, N.Y.

C. J. Kreidler, past advertising and merchandising manager for *Childrens' Activities* magazine, to KDYL Salt Lake City, as account executive.

Quin Ryan, WGN Chicago, to WFJL there as program and tv consultant.

Lee Nance, program director at WATL Atlanta, now in charge of program and sales.

William A. Schuyler, Western Division sales manager, Comet Television Films Inc., Hollywood, to KHJ-TV same city as account executive.

Dick Meier, sales manager, Leland Hatchery

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

No matter what your product may be, if it needs selling in the great El Paso Southwest area, you need Radio Station KEPO.
Here is an alert station which cultivates the friendship of listeners in a 30,000 square mile area . . . an area in which there are more than 100,000 radio families spending over one-half billion dollars in retail sales alone each year.
Because the El Paso Southwest is the largest trade territory in the nation . . . because KEPO's 10,000 watts of power covers this territory so thoroughly, so easily and so economically . . . KEPO is a *must* on all time buyer's schedules.
We'd like to go to work for *YOU!* When can we start?
Figures from Sales Management May 10, 1953. For further details about KEPO, contact Avery-Knodel.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

WSYR-TV
Syracuse, N.Y.
Channel 3
100 kw
The Only Low-Band V.H.F. Station in Central New York
Headley-Reed
National Representatives
NBC Affiliate
WSYR-TV

and Baker Feed, Leland, Ill., to WLKB De Kalb, Ill., as sales manager after Jan. 1.

Frederick von Hofen, account executive, KING Seattle, named sales manager.

Mr. von Hofen

W. H. Averill, formerly account executive, KWK St. Louis, to KSTM-TV St. Louis, as account executive.

John Burr, KGO-TV San Francisco, promotion and merchandising, to KBES-TV Medford, Ore., as advertising manager of that station and KIEM-TV Eureka, Calif.

Kal Ross appointed director of operations and administrative assistant to **Lou Poller,** owner and general manager of WCAN-AM-TV Milwaukee.

Earl F. Reilly Jr., named program director for KING Seattle, Wash., succeeding **Hal Moan** who resigned.

L. C. Smith and **Dale Hart,** both formerly of WBAP-TV Fort Worth, named chief engineer and program director, respectively, of KARK-TV Little Rock.

Delmar Malkie, superintendent, House Periodical press gallery, to KENI Anchorage, Alaska, as newscaster.

William Branham, formerly U.S. Army motion picture cameraman, to WRTV (TV) Asbury Park N. J., as head of photo and news department.

Franklyn Owens to WEAV Plattsburg and WENT Gloversville, N.Y.

Carroll Hansen, KCBS San Francisco, named director of news and public affairs while continuing as sports director.

Barbara Bramley, former traffic manager of WHHN Memphis, to program operations staff of WBBM Chicago.

Kenneth R. Ovenden, WEEI Boston, staff announcer, promoted to director of programs.

Mr. Ovenden

Robert E. Holt to WSTV-TV Steubenville, Ohio, as program and production manager.

Bob Bruner, past president of Indiana Radio Newsmen and formerly news editor WXLW Indianapolis, to news staff WMT-AM-TV Cedar Rapids, Iowa.

Virginia Renaud, who has served in personnel program and production departments of WBBM-AM-TV Chicago, appointed director of education, succeeding **Barbara Tobin,** resigned.

John Smoot, program director, WRMN Elgin, Ill., to WSIV Pekin, Ill., as announcer-disc jockey.

John O'Leary of CBW Winnipeg, to announcing staff, CKFH Toronto.

Ed Edwards, WERE Cleveland, named to succeed **Jack Graney** as Jimmy Dudley's co-announcer when Cleveland Indians start the 1954 baseball season.

Clarence P. Talbot to KCCC-TV Sacramento as director of public relations.

Louis Goldowitz, engineer, KFWB Hollywood, to KBIG Avalon as Hollywood studio engineer. He succeeds **John Haradon,** who transfers to KBID (TV) Fresno engineering staff.

John Rovick, who, as "Sheriff John," hosts a KTTV (TV) Hollywood juvenile program, signed by Imperial Records to make children's records.

Basil Ruysdael, Hollywood radio announcer-m.c., assigned role in Republic Pictures feature film, "The Shanghai Story."

Gilbert W. Kingsbury, Crosley Broadcasting Corp. vice president, elected vice president of the Cincinnati chapter, Public Relations Society of America.

William Robinson, WLWA (TV) Atlanta, Ga., elected president Sons of American Revolution, that city.

Edward V. Cheviot, commercial manager WOAI-TV San Antonio, elected president, Advertising Club, that city.

Benedict Gimbel Jr., president and general manager, WIP Philadelphia, appointed chairman of Fire Prevention Week Committee for 1954 by Fire Commissioner Paul B. Hartenstein of Phila.

Les Johnson, manager, WHBF-AM-TV Rock Island, Ill. reappointed commissioner-at-large, Metropolitan Airport Authority, for Rock Island County.

Marvin Miller, Hollywood radio-tv announcer-actor, has recorded The New Testament in total of 23½ hours playing time for distribution by Audio Records. In production is The Old Testament, which will comprise 96 hours playing time.

Fulton Wilkins, time salesman, KNX Hollywood, father of son, Dec. 1.

Charles J. Lanphier, president, WFOX Milwaukee, father of boy, Sean Dennis, Dec. 3.

Hugh Bartlett, 40, for past 15 years announcer of *The Happy Gang*, daily noontime program on CBS Trans-Canada network, died at Vancouver Dec. 6 after a long illness.

William Wallace, 49, accounting dept. head WTTG (TV) Washington, died Tuesday after a heart attack.

Marion Pearce, manager of KGAR Garden City, Kan., died Nov. 28.

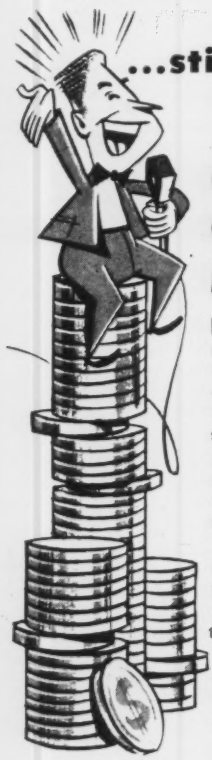
Networks

David Lasley, central division sales manager, Dumont Tv Network, Chicago, to CBS Radio Spot Sales, S.F., as account executive.

Walter Scharf, musical director on NBC Radio *Phil Harris-Alice Faye*, has resigned to concentrate on motion picture assignments.

Georgiann Johnson, who portrays Marge Westcott on NBC-TV *Mr. Peepers*, assigned role

MARRIAGE of C. L. Richards, promotion manager of WBZ Boston and WBZA Springfield, Westinghouse Radio Stations properties, to Gretchen Cifre, a package decorating consultant, took place Nov. 26 at Groton, Conn.



...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

in Paramount Pictures feature film, "Conquest of Space."

Duncan MacDonald, supervisor of women's and religious programming for DuMont Tv Network and WABD (TV) New York, named tv representative on advisory board of *U. N. News for Women Broadcasters,* succeeding **Alma Kitchell,** resigned.

Bill Thompson, who portrays Wallace Wimple on NBC Radio *Fibber McGee and Molly,* assigned role of forest ranger in Walt Disney feature film, "The Lady and the Tramp."

Bretaigne Windust, consultant on CBS-TV *Life With Father,* adds duties as staff producer-director.

Representatives

Theodore Wrebel, formerly teacher in Newark, N.J., school system, to N.Y. sales staff of Weed Television, station representatives, as junior account executive.

William E. Elwell, WTIX New Orleans general manager, appointed manager of the New Orleans office of Headly-Reed Co., radio and tv station representatives.

Manufacturers

Erik Isgrig, advertising director at Zenith Radio Corp., elected vice president in charge of advertising.

John R. Thompson, manager of electronic sales, Graybar Electric Co., Cincinnati, to Hycon Mfg. Co., Pasadena, as manager of commercial electronic sales.

E. Willard Winslow, General Electric advertising supervisor in Chemical Division at Pittsfield, Mass., appointed manager, advertising and sales promotion, marketing section, Silicone Products Dept., Waterford, N.Y.

Program Services

Anton Schmalz, head of motion picture production, North American Aviation, L. A., to King Horton Productions, Hollywood, as production executive in radio-tv packaging and industrial film departments.

N. T. (Doc) Gallucci, general manager of GBA Productions, Waterbury, Conn., father of boy, Michael, Nov. 24.

Personnel Relations

Kenner Kemp, board member, Screen Extras Guild, appointed recording secretary, succeeding **Beulah Parkington,** who resigned.

Morgan Cox elected chairman of executive committee, Television Writers Group, Screen Writers Guild, Hollywood; **Curtis Kenyon,** first vice chairman, in charge of committees; **Erna Lazarus,** second vice chairman, in charge of member relations.

CBC LICENSES TWO NEW AMS, TWO TVS

Board of governors also grants increase in daytime power of radio station that claims interference with Mexico outlet.

TWO NEW tv and two new am stations have been recommended for licenses following the Dec. 4 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa. CFPA Port Arthur has been granted a television license on ch. 2, with 5.1 kw video, 2.55 kw audio and antenna 174 feet above average terrain. CHLT Sherbrooke has been licensed for ch. 7 with 17.3 kw video, 8.8 kw audio and antenna 1,848 feet above average terrain.

CANADA

New am stations have been approved for Camrose Broadcasting Co. Ltd., Camrose, Alberta, 250 w on 1230 kc, and for Daniel Chantal at Drummondville, Que., for 250 w on 1340 kc.

CFOR Orillia, which has been corresponding with XERF, Villa Acuna, Mexico, because of interference on 1570 kc, has been granted an increase in daytime power from 1 kw to 5 kw. Station is expected to request a similar increase in its nighttime power at a later date.

Deferments were given applications by CFCY Charlottetown and CHEX Peterborough for tv licenses.

CJCB-TV Sydney was granted increase in power from 24 kw to 99.5 kw video on ch. 4, and CKSO-TV Sudbury, first independent on the air in Canada, was recommended for an increase in power from 1.25 kw to 1.74 kw video on ch. 5. CKCO-TV Kitchener, ch. 13, has received approval for directional antenna at 501 ft. above average terrain, with 16 kw video power.

Radio by Finance Firms

A REPORT on radio advertising of finance companies in Canada will be presented at the January meeting of the Canadian Radio Stations Representatives Assn. at Toronto. Problems of national and local rates for finance companies were discussed at the group's November meeting.

CANADA

They Like American Radio In Europe, Says AFN Chief

EUROPEANS are getting a continuous sample of American-style radio via the American Forces Network. And according to Lt. Col. H. G. Price, chief of AFN, they like it.

Col. Price spoke at a conference of Army public information men in Frankfurt, the first such meeting since 1947. More than 75 public information officers from Germany, France and England attended.

EUROPE

The AFN chief said the network receives more than 150,000 letters a year from Europeans who enjoy the friendly and informal appeal—"many complain about the stiff, unbending atmosphere of state-owned radio in their own countries."

Robert McCormick, NBC's chief correspondent in Europe, told of tv's importance and of

CBC Sets Up Bureau On Radio-Tv Ratings

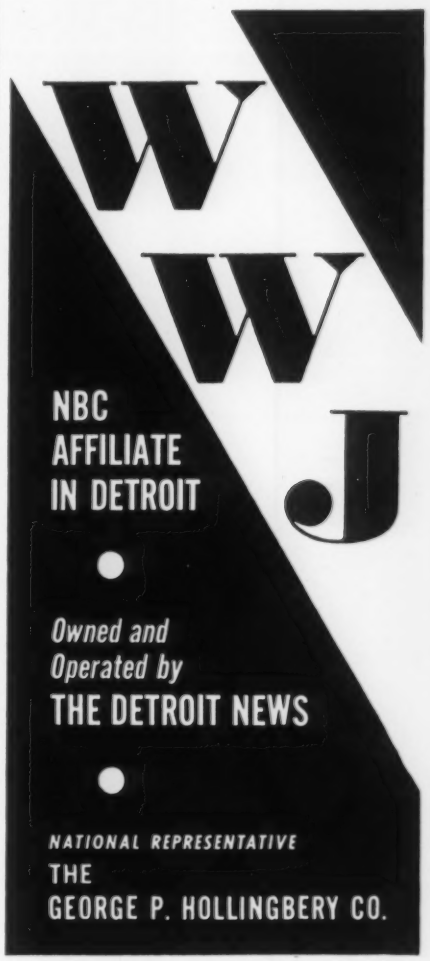
CANADIAN BROADCASTING Corp. is setting up its own bureau of audience research for both radio and television, with headquarters at Ottawa, according to CBC General Manager Al Ouimet.

CANADA

The new bureau has been under consideration for some time and is being created in answer to the need for more data on the size, composition and preferences of listening and viewing audiences in Canada. Present regular surveys only provide an indication of the number of listeners to any given station at a given time.

Mr. Ouimet said there has been a need for more specific information concerning the likes and dislikes of listeners to particular types of programs. The new department will concentrate on qualitative as well as quantitative surveys. The results are expected to provide data of value to CBC in shaping its program policies in radio and television. (Surveys for years have shown most CBC studio programs at lower ratings than U. S. imported shows and programs of independent stations.)

Neil M. Morrison, national supervisor of talks and public affairs broadcasts for CBC, has been appointed director of audience research and will move from Toronto to Ottawa to set up the new department. Mr. Morrison has been with CBC since 1939 in connection with adult education broadcasts. In the past year he has been actively engaged in television programming.



WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

Turn a catastrophe into a mere inconvenience with this!

A "U.S." Stand-by Electric Plant is your best protection against loss due to power failure. The complete "U.S." line includes units from 300 watts to 200 KW. Write for literature.

UNITED STATES MOTORS CORP.
420 Nebraska St., Oshkosh, Wis.

UNITED STATES MOTORS CORPORATION U.S. OSHKOSH, WISCONSIN

staying "alert for stories which appeal to the eye and to the ear."

Speakers included Jerry Schwartzkopff, CBS cameraman; Herman Blumenfeld, Fox Movietone News; Capt. Frank G. Grubbs, chief of radio-tv branch of Public Information Division, Army in Europe; Maj. Walter A. Pennino, formerly in charge of Army Home Town News Center, Kansas City, Mo.; Rolf von Maydell of Radio Frankfurt; Johann Schmitt-Hansen of New German Newsreel and World in Pictures. Supervisor was Col. Robert V. Shinn, director of the Army's Public Information Division in Europe.

Travel Bureau Head's Remark About Radio Draws CAB Reply

CANADIAN broadcasters are disturbed by a statement attributed to D. Leo Dolan, director of the Canadian government Travel Bureau, Ottawa, that "you can't sell travel by radio." Through the Canadian Assn. of Broadcasters a reply has been made to Mr. Dolan and copies sent to the Minister of Resources and Development under whom Mr. Dolan's department operates, and to the Canadian Tourist Assn.

CANADA

Canadian broadcasters have for many years given much free time to helping the tourist business, and have sold time successfully for hotels, motels, resorts and transportation services, Mr. Dolan was told by CAB.

The letter stated in part that "in our view it is wholly improper for a public official to gratuitously reflect upon the services and abilities of an important advertising medium and a growing Canadian industry, especially when that medium has in fact clearly demonstrated its ability to sell travel and has generously cooperated with all travel agencies in the general Canadian interest. We should not take so strong a view of this matter except for the fact that this is not the first time this same or some similar statement has been attributed to you. We hope, therefore, that if you are misquoted, you will say so; or, if you are not misquoted, that you spoke without full knowledge of the facts. Otherwise it will certainly be necessary for the Canadian broadcasting industry to seriously consider the value of its present policy of full free and complete cooperation with every tourist and travel agency in our country."

Formation of MPTV Ltd. To Bring Films to Canada

COMPLETION of negotiations for the formation of MPTV (Canada) Ltd. to distribute MPTV's library of features, westerns, serials and short subjects to Government-owned and independent tv stations in Canada was announced last week by Matthew Fox, chairman of the board of MPTV, and E. H. Ezzes, vice president and general manager of the company's feature film division.

CANADA

Arrangements were made with Paul Nathanson, Alf Perry and Alex Metcalfe of Sovereign Film Distributors. A 10-year franchise agreement was set up between both organizations. It also provides for distribution by MPTV (Canada) Ltd. of MPTV's films made especially for ty, which are being produced and released for national spot, regional and local advertisers. These include *Drew Pearson's Washington-Merry-Go-Round, Flash Gordon,* and *Janet Dean, Registered Nurse.*

MPTV (Canada) Ltd. will staff branch offices in Montreal and Winnipeg, in addition to its Toronto home office.

HJV Shortwaves WEWS

HVJ, the Vatican City radio station, will beam portions of a recent WEWS (TV) Cleveland educational program through shortwave facilities as part of its English-language schedule. According to WEWS, the Vatican City radio recorded parts of the Cleveland station's Saturday night series, *Inside the Catholic Schools* as an example of the activities and philosophies of Catholic education in America.

VATICAN CITY

CBUT (TV) PLANS DEBUT DEC. 16

CBUT (TV) Vancouver, will be the first western Canadian television station on the air, making its first telecast Wednesday. For the first few weeks the station will rely largely on kineoscope recordings from CBLT (TV) Toronto, and CBFT (TV) Montreal, which will be flown daily to Vancouver.

CANADA

Station equipment includes studios and newsreel facilities, to which a mobile unit is to be added early in 1954. About 15 hours of recorded programs will be used weekly on the station in the beginning, including studio productions and national news films from eastern Canada. The CBUT transmitter is on Mt. Seymour, 2,700 feet above Vancouver, and the antenna is another 300 feet up on the mountain. On ch. 9, CBUT will be the fourth CBC tv station on the air.

Canadian Independents To Carry U.S. Network Shows

U. S. TV NETWORK shows will be seen live on CBC's tv network, or on film by independent Canadian tv stations, it was decided at an Ottawa meeting of CBC and Canadian Assn. of Radio & Television Broadcasters representatives last month. The CBC-CARTB agreement provides that (1) CBC will arrange with outside networks for all programs currently carried by outside networks, and (2) private television broadcasters will deal individually with outside networks in obtaining filmed commercial programs. Such programs would not be carried on the CBC network without agreement by a majority of the independent tv stations.

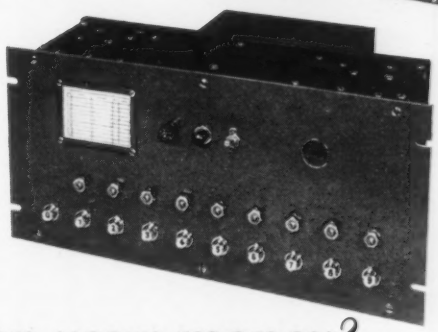
CANADA

Sixth Canada BBM Study

BUREAU OF BROADCAST MEASUREMENT, Toronto, has asked research organizations to tender on all or part of the sixth Canadian BBM study, which will be used for the 1954 BBM survey on am and tv stations.

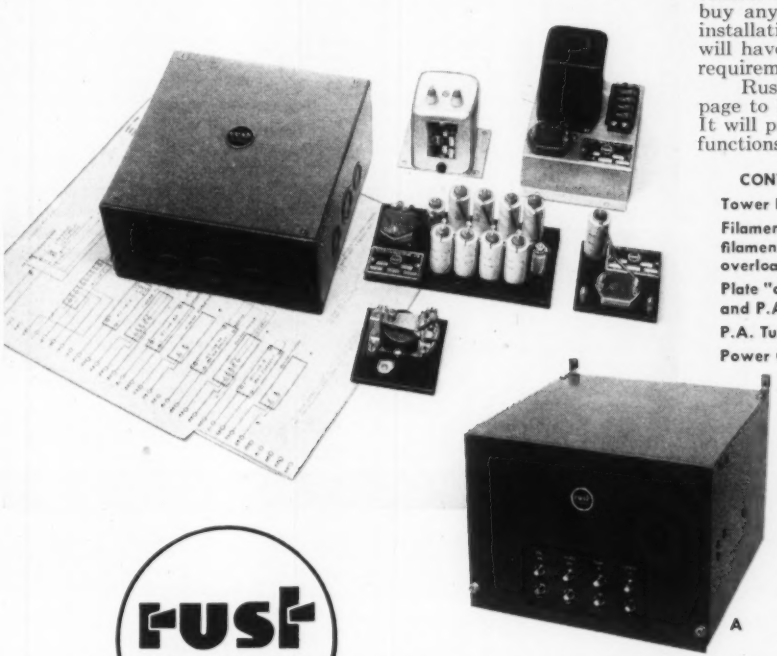
CANADA

THIS IS WHAT RUST MEANS BY A COMPLETE REMOTE CONTROL SYSTEM



Illustrated on this page are what *we* consider to be the basic elements of a remote control system for the RCA 250 K or L transmitter. For other transmitters, different groups of elements will apply. Note that Rust not only supplies standard transmitter, control and pre-amplifier units (right) but also units for each of the functions in the table below. These units are especially designed for *your* transmitter. Each Rust system includes a complete interconnection diagram tailored to *your equipment* and *your requirements*. When you buy *Rust* you have everything you need . . . nothing else to buy; no units to fabricate.

What will you get for your money?



Don't be fooled by talk of "low price" remote control systems. Check and compare before you buy any system. Find out how much a *complete* installation will cost . . . what additional parts you will have to buy or make. Does it fulfill all your requirements?

Rust considers the system illustrated on this page to be the *minimum* to do a satisfactory job. It will provide the following control and metering functions:

CONTROL	METERING
Tower Lights	Lighting Current
Filament "on-off." Reset filament, line and modulator overload breakers.	Filament Line Volts
Plate "on-off." Reset plate and P.A. overload breakers.	Plate Voltage
P.A. Tuning	Plate Current
Power Output	Antenna Current

. . . and provides for addition of other control and metering functions when and if desired.

Of special interest is the especially designed RCA Actuator (A) which "hooks up" directly with the RCA 250 K or L front panel controls. Like other Rust Systems, it provides for resetting of manual overload breakers (so that you need not send a man to the transmitter location in the event of overload).

Let *Rust* quote you on a *complete* remote control system designed for *your* transmitter. You'll find an unbeatable value. Write, wire or phone.

A

rust INDUSTRIAL CO.

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, N. H.

NAEB ISSUES 14 GRANTS-IN-AID

FOURTEEN grants-in-aid totaling $76,000 for production of radio-tv programs by educational institutions were announced last Wednesday by Graydon Ausmus, president of the National Assn. of Educational Broadcasters. The grants were made from funds from the Educational Television & Radio Center, Ann Arbor, Mich., which was established by the Fund for Adult Education.

Winners of the grants in radio were:

Alabama College, $1,800 to produce a series of 26 half-hour organ recitals; U. of Chicago, $5,000 for a series of programs dealing with fiction and poetry, dramatic readings, short stories, adaptations of novels, poetic dramas, and historical and philosophical works; Iowa State College, $4,500 for 13 documentaries on the modern corn-belt farmer; U. of Massachusetts, $4,500 for eight half-hour programs on the "New England Anthology"; Michigan State College, $6,000 for 13 half-hour shows on the development of the Great Lakes region; U. of North Carolina, $5,000 for 13 half-hour dramatic programs on "The American Adventure"; State U. of Iowa, $5,000 for a series on "How's the Family?" a study of "the most important area in social behavior today"; George Washington U., $700 for a weekly radio news roundup of Washington angles on international news developments.

In television, the grants went to:

U. of Nebraska, $9,000 for three related series of 13 half-hour tv programs on the Great Plains area dealing with its archaeology, the Indian, and the white man; New York U., $6,500 for a series on "Archaeology and Modern Man"; St. Louis Public Schools, $3,500 for a "Visitons Mimi" series, using puppets to help teach a foreign language; Stanford U., $8,000 for 13 half-hour programs on the Constitution of the U. S.; U. of Illinois, $8,500 for 13 half-hour shows on the economics of agriculture; U. of Wisconsin, $8,000 for a series on city planning.

This is the second year such grants have been handled by NAEB. Programs resulting from the 1953 awards, spokesmen said, will be released shortly on a national basis by the NAEB Tape Network and the Educational Television and Radio Center.

The announcement of the 14 new grants said, "These 14 program series represent a further step in the efforts of the NAEB, assisted by the Educational Television and Radio Center, to realize the potentialities of American educational institutions in contributions to American needs through the media of radio and television. They are based on the belief that the resources of American educational institutions can be more effectively brought to bear on American life than at present."

WMRY Leads

ALL COMPETITIVE NEGRO PROGRAMMING

★ 29 out of 38 quarter hours

ALL NEW ORLEANS INDEPENDENT STATIONS

★ 36 out of 46 quarter hours

ONE OR MORE NETWORK STATIONS

★ 39 out of 46 quarter hours

TWO OR MORE NETWORK STATIONS

★ 23 out of 46 quarter hours

THREE NETWORK STATIONS

★ 9 out of 46 quarter hours

As a market buy or a Negro Market buy, WMRY measures up. Our MP Plan Merchandising Service measures up, too.

*Pulse of N. O. (Sept.-Oct.)

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

JUDGING entries in CBS Radio *Rogers of the Gazette* script contest are three well-known Columbia U. School of Journalism graduates (l to r): Oliver Gramling, assistant general manager, AP; Merryle Stanley Rukeyser, financial editor, INS; and Elliott Sanger, executive vice president, WQXR New York. Winner gets tuition scholarship to Columbia U. School of Journalism; his play will be aired in *Rogers* series.

ACLU Notes 'Freedoms' Class

AMERICAN Civil Liberties Union paid tribute last week to Ohio State U.'s Institute for Education by Radio & Television for the addition of a new class, "Basic Human Freedoms," to the annual American Exhibition of Educational Radio & Tv programs. The exhibition consists of awards in several classes of radio and tv programming.

Patrick Murphy Malin, ACLU executive director, said that he gathered from the Institute's announcement that the new class will give radio and tv stations an opportunity to bring to the American public "the grave problems concerning our bulwark of freedom, the Bill of Rights." He said ACLU is ready to assist stations desiring source material for their programs.

L.A. Teachers Rate Programs

PROGRAM rated as having most educational value for pupils is the locally-released *City at Night* on KTLA (TV) Hollywood, in the opinion of 397 Los Angeles county school teachers surveyed by Western Speech Assn. For teachers themselves, most popular program is CBS-TV *Omnibus*, also listed high in teachers' ratings for pupils. Other top programs in both categories include CBS-TV *You Are There*, syndicated *Clete Roberts*, CBS-TV *See It Now* and local *Shakespeare on Tv* over KNXT (TV) Hollywood.

'Commercial' Techniques Urged for Educators

EDUCATIONAL television stations must adapt their techniques to the commercial operating stations, they must work with the staffs of the commercial video outlets, and they should, if possible hire their own staffs from among those experienced in commercial tv.

These were the recommendations offered Dec. 2 in Seattle by Dr. Franklin Dunham, chief of the radio and television division of the U. S. Office of Education. Speaking at a meeting of the Northwest Assn. of Secondary and Higher Schools, Dr. Dunham reported that in his trip across the country he had noted with alarm a trend among those concerned with educational tv to become "very ivory tower." Best hope for success in the noncommercial channels, he indicated, is to follow the example of commercial stations in excellence of programming techniques.

Another speaker at the conference was Robert Mullen, executive director of the National Citizens Committee for Educational Television, who reported that by the end of 1954 at least 25 educational tv stations will be on the air. More than 50 already have applied or are definitely in the works, he said, most of them in big cities.

Mr. Mullen noted that while a single program such as the Milton Berle show may cost as much as $140,000, most educational stations propose a total annual budget in the neighborhood of $200,000.

Columbia U. Plans CBS Radio Series

NEW 13-WEEK educational radio series, which will be presented in observance of Columbia U.'s 200th anniversary, will be launched on CBS Radio Jan. 3 (Sun., 1-1:30 p.m. EST) with Dr. Grayson Kirk, president of Columbia U. as series chairman.

Titled *Man's Right to Knowledge*, the series is designed to stimulate higher educational values and to project the philosophy and observations of world-eminent scholars. The initial broadcast on Jan. 3 will feature Arnold Toynbee, noted British historian, who will discuss "The Ancient Mediterranean View."

The 13-week series will explore such concepts as ideas of man, the universe and the university. CBS Radio noted that it plans to introduce a second series of 13 lecture broadcasts later in 1954 that will examine such areas as the nature of things, human organization, the human spirit and prospects in the arts and sciences.

Back D.C. Educ. Tv

RESOLUTION supporting efforts to raise funds to put an educational tv station on uhf ch. 26 in the Washington, D. C., area was adopted unanimously last fortnight by the Bethesda-Chevy Chase branch of the American Assn. of University Women. Earl Minderman, adviser to the National Citizens' Committee for Educational Tv, addressed the meeting.

'Digest' Commends GF Show

GENERAL FOODS' *I Remember Mama*, (CBS-TV, Fri., 8-8:30 p.m.) was named as the show most recommended for viewing by high school students by the *Readers' Digest* education issue for December. Benton & Bowles, New York, is agency for the program.

Choose the right Presto disc for your job

Orange
Green
Brown
and now White label
Presto
discs

The choice of the right recording disc for every job is not difficult if you'll stop reading conflicting claims and listen to the experts. The nation's top recording engineers say PRESTO discs are best for performance, permanence and price.

After you have made the important choice of *brand*... select the proper *grade* PRESTO disc for your use. See the box on this page for a ready reference guide. And, be sure to consider the advantages of the new PRESTO White Label disc!

NEW

White Label

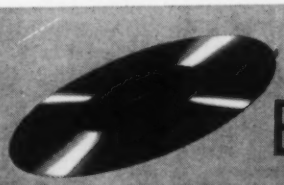
The newest addition to the Presto line. Both surfaces are warranted to be useable without breaking sapphire cutting stylus. Ideal all-purpose disc.

Green Label

As Presto's finest disc, the Green Label offers consistently high quality. Virtually no surface noise even after repeated playbacks. Both sides warranted flawless.

Orange Label

A lighter aluminum base, but the same high quality lacquer makes the Orange Label disc popular as a "playback" where good quality at low cost is desired.



Brown Label

Identical to Green Label except only *one* side is warranted flawless. Ideal for high specification recording where only one side is to be used.

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Hollywood Shows Settle $1,220 in AFTRA Claims

CLAIMS for $1,220 in performers' salaries, brought by AFTRA against two Hollywood shows, were settled last week.

The largest sum went to model Patricia Stevens, who received $700 from the weekly *Auction City with Sam Mannis*, on KTTV (TV) and KECA-TV, both Hollywood. AFTRA claimed Miss Stevens was paid only $50 a week by Mr. Mannis over a three-month period last summer. Rather than go to arbitration, Mr. Mannis, who heads his own agency, paid a sum representing the difference between Miss Stevens' payment and the AFTRA minimum.

The new management of Circus Gardens, beach ballroom from which another KTTV program formerly was originated, paid 16 performers who had appeared on that show a total of $520 after a state arbitrator upheld the union's position that the present operators were responsible for debts incurred by the ballroom's previous promoter.

AFTRA Upholds Producer; Suspends Ian Keith

IAN KEITH was suspended from membership last week in the New York local of the American Federation of Television & Radio Artists (AFTRA) for three months as a result of charges growing out of his delivery of a commercial on the Nov. 17 performance of "Dark Victory" on WOR-TV New York.

The charges reportedly developed as a result of derogatory remarks made by Mr. Keith with reference to Nash cars, a sponsor of WOR-TV's *Broadway Tv Theatre* series on which "Dark Victory" was presented. Nash is continuing as a sponsor.

AFTRA said the board of directors of the New York local, after holding a hearing, found Mr. Keith "guilty of conduct prejudicial to the welfare of AFTRA and of conduct unbecoming a member of AFTRA and of having acted in violation of the standards expected of the acting profession."

The charges were filed by Warren Wade Productions, which produces *Broadway Tv Theatre*.

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WKJF-TV

Channel 53

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National Representatives: WEED TELEVISION

WTVJ (TV) Election Ordered

ELECTION to determine if production and engineering employes of WTVJ (TV) Miami desire to be represented by IBEW, IATSE or neither has been directed by the National Labor Relations Board.

In another action the board directed WKY-AM-TV Oklahoma City not to interfere with employes in their self-organization activities and ordered restitution of pay to two employes. The NLRB findings of fact showed WKY had revenues over $1 million from sale of radio and tv time in the 12-month period ended just before issuance of the complaint to the board. About half of this came from sources outside Oklahoma, the board stated.

West Coast 'Tv Writers' Start

NEW regional organization of Television Writers of America began operation with election in Hollywood of Hugh Wedlock as West Coast regional president. Other West Coast officers elected are Ben Starr, vice president; Sol Stein, secretary-treasurer; Nate Monaster, Richard Powell, Joel Murcott and Robert Schiller, two-year members of board of directors; and Robert Weiskopf, William Freedman, Philip Sharp, Stanley Shapiro, Leonard St. Clair, Ed Simmons, Norman Lear and Dorothy Deere, one-year board members.

WGN-TV, IATSE Sign

WGN-TV Chicago and the International Alliance of Theatrical Stage Employes (AFL) have signed a new two-year contract, Frank P. Schreiber, manager and treasurer of WGN Inc., announced last fortnight. Terms of the new pact call for a 4% wage increase for stage hands and a third week of vacation each year.

To Form Composers Guild

MEETING of 150 radio-tv and motion picture composers called to form Composers Guild of America, was held Dec. 4 in Hollywood. Walter Schumann and Keith Stevens were co-chairmen. When formation is completed, the group will act as the composers' bargaining agent with stations and studios.

NLRB Denies IBEW Hearing

REQUEST of IBEW for hearing, in which classification of senior supervisor for seven employes of WBAP-TV Fort Worth would be contested, was denied Friday by National Labor Relations Board.

FIRST YEAR birthday cake and honorary membership in Cincinnati Police Dept.'s Traffic Safety Education Bureau are presented to Paul Miller (r), conductor of daily 5:15-6 p.m. rush hour safety and music show on WCKY there. Making awards are Lt. Arthur Mehring (l), director of Safety Education Section, and Col. Stanley Schrotel, chief, Police Dept. *Paul Miller Show* marked its first anniversary last month.

►WJBK-TV Detroit, commemorating its fifth year of operation, published an eight page brochure titled, "Celebrating Five Years of Public Service and Entertainment," in which it briefly traced the growth of WJBK-TV, as well as the events leading to the development of television.

►KPIX (TV) San Francisco this month celebrates its fifth year on the air. The station today airs 115 hours of programs weekly to an estimated 840,000 homes with a video power of 100 kw on its vhf ch. 5.

Don Lee's Quarter Century

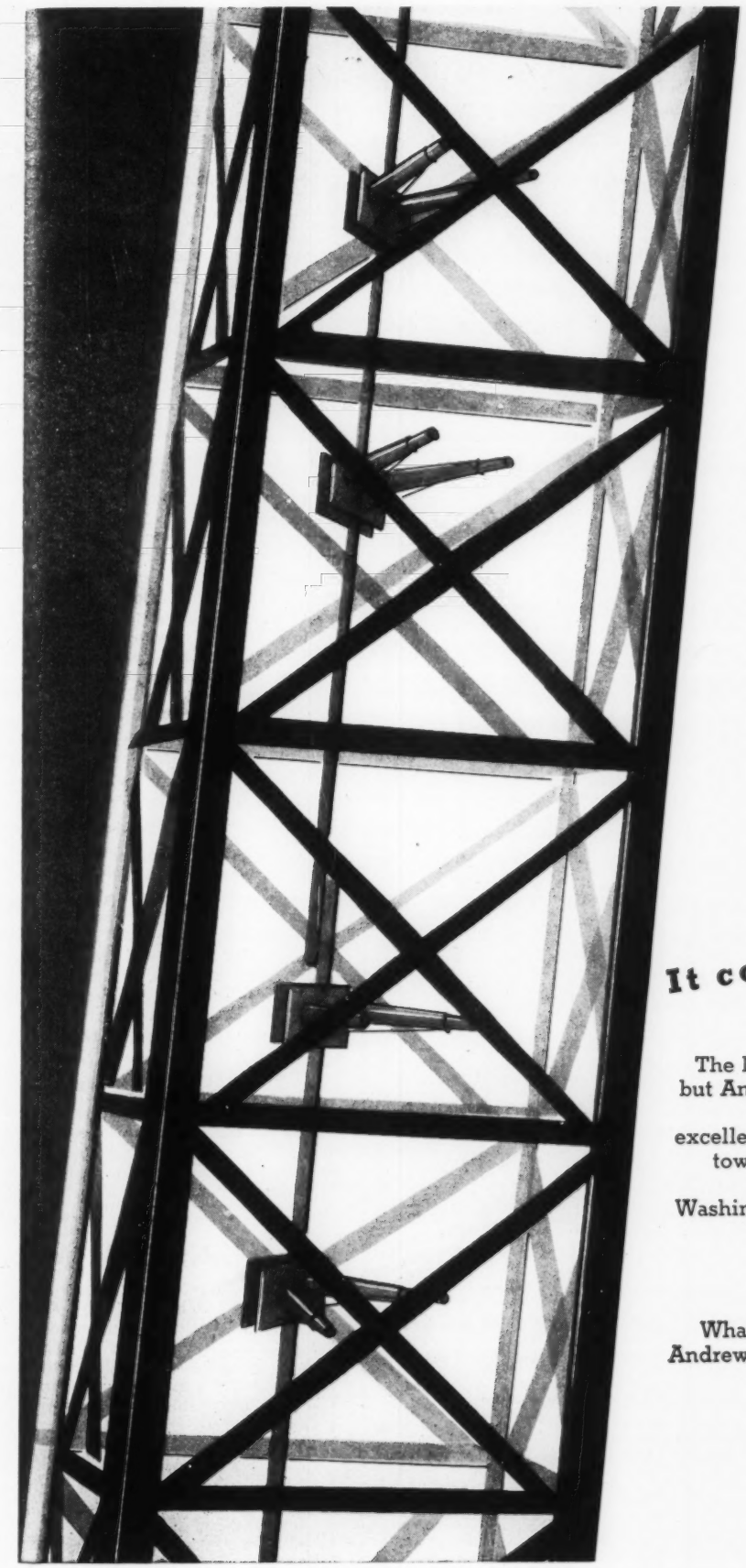
WHEN 25 years ago KHJ Hollywood and KFRC San Francisco were connected with permanent telephone lines for the interchange of programs, it became one of the nation's first regional networks. Yesterday (Dec. 13), Don Lee Broadcasting System, which now owns and operates KGB San Diego in addition to KHJ and KFRC and has 42 affiliated stations covering California, Nevada, Oregon, Washington and Idaho, celebrated its 25th anniversary.

More than nine out of every ten Pacific Coast radio homes are within twenty-five miles of a Don Lee station, according to President Willet H. Brown.

In tracing the network's growth, Mr. Brown pointed out that by the end of 1928, it had added three stations in Fresno, Stockton and Sacramento, Calif. This was augmented soon after by stations in Portland, Seattle, Tacoma and Spokane.

Now operating as a division of General Teleradio Inc., Don Lee affiliates in 1936 became the Pacific Coast outlets for MBS, a controlling interest in which is held by General Teleradio.

Responsible for the radio debuts of many motion picture names, many broadcasting and entertainment careers also were started with Don Lee. Included are Sylvester (Pat) Weaver, newly elected NBC president; announcers Don Wilson, Bill Goodwin, Ken Niles, Art Baker, singing stars Mary Martin, Jo Stafford, Nadina Connor, orchestra conductors Meredith Wilson, Raymond Paige, Frank Devol, David Rose, Ted Fio Rito, Spike Jones, and personalities Art Linkletter, Louella Parsons and Al Pearce.



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CORPORATION

Mutual & Mutual

FOR the fourth straight year, the *Mutual of Omaha Calling* program over MBS on Christmas Day, 2-3 p.m. EST, will be devoted to telephone calls between U. S. Armed Forces personnel overseas with their families back home. Three MBS broadcast centers in New York, Omaha and San Francisco will be used as focal points for the interchange of conversations. Program is sponsored by the Mutual Benefit Health and Accident Assn. of Omaha.

Carolina Hookup Aids Fund

NETWORK of 105 North and South Carolina radio stations carried the Dec. 5 Shrine Bowl football game at Charlotte, N. C., with all stations donating time to the Shrine fund for crippled children. Esso Standard Oil Co. made only public service announcements; its broadcast fee also went to the fund. Joseph M. Bryan, president of Jefferson Standard Broadcasting Co. (WBT-WBTV (TV) Charlotte) presented the Lee Kirby Memorial Award to a high school player. Add Penfield, WBIG Greensboro, N. C., and J. B. Clark, WBT, handled microphones at the game.

* * *

Turkeys for Doors

KCCC-TV Sacramento assisted Cardinal-Inks Supermarket chain and local group in "Operation Ice Box," project aimed at eliminating hazards to children from discarded ice boxes. The grocery chain offered 1,000 turkeys in exchange for 1,000 doors from discarded ice boxes and refrigerators. An overwhelming response with more than 4,000 doors forced a temporary halt to the project until more turkeys could be obtained.

* * *

Drawing in WALK Fund Raising

HIGHPOINT in the WALK-AM-FM Brookhaven, N.Y., all-day marathon held on Thanksgiving Day and which continued for a week in soliciting funds for Brookhaven Memorial Hospital equipment, was the drawing of a name of one of hundreds of contributors. An on-the-spot WALK broadcast featured the drawing at which radio commentator Norman Brokenshire, native of the area's Lake Ronkonkoma, was honored guest. Prize was a tv receiver given by CBS-Columbia and the co-sponsor, Bee Hive Department Store. Jack Ellsworth, WALK program director, handled the special broadcast. Mr. and Mrs. Brokenshire toured WALK studios as guests of Nils E. Segerdahl, station manager and president.

* * *

WHEN (TV) Donates Time for Blood

WHEN (TV) Syracuse celebrated its fifth anniversary Dec. 1 by acting as host for a 14-hour Red Cross bloodmobile operation at its studios. All WHEN local programming and much of its commercial time were devoted to the operation and many of the 272 persons who gave pints were televised during the activities, the station said.

* * *

Christmas Contributions Asked

WKRC-AM-TV Cincinnati has opened its second annual drive for the "Neediest Kids of All' according to David G. Taft, executive vice president of the Radio Cincinnati stations. Listeners are being asked to contribute new toys or cash before Christmas Day. Campaign will be climaxed by two Christmas parties for 1,000 youngsters.

* * *

Student-WGAR Program

THREE undergraduates of Western Reserve U. are learning about the broadcast business at WGAR Cleveland under the tutelage of Carl E. George, station vice president-general manager. The instruction, according to WGAR, is part of the reward granted the students for winning the past WGAR-Western Reserve speech tournaments for Northern Ohio high school seniors. The students are part-time employes at the station. Idea was conceived and carried forward by John F. Patt, president of WGAR and WJR Detroit, with Warren Guthrie, head of WRU's speech department. Three scholarship winners of the past three years now have regular assignments on the WGAR staff, it was explained, pointing up the program's benefit to the station's personnel policy.

* * *

WKNB-TV's 15-Hour Telethon

FIFTEEN-HOUR telethon for muscular dystrophy appeal in Hartford, Conn., on ch. 30 WKNB-TV brought in $11,720 in pledges, the station reports. All-night remote, telecast from St. Joseph's auditorium, featured Henry Youngman, Toni Arden, Jack Mann and local entertainers. Controls were operated by station engineers from a 42-ft. luxury trailer adjacent to the auditorium. The telethon was fourth in a current series of public service telecasts.

* * *

Backs Blood Drive

WHAS Louisville last fortnight loaned its studios to the local Red Cross Bloodmobile project with station personnel making contributions. In addition, special tie-ins were made on morning shows to publicize the blood project.

Orange Blossom Thanks

TWENTY-eight members of the Bethlehem (Pa.) High School football team will travel to Miami, Fla., for the New Years Day Orange Bowl classic as guests of the *Bethlehem Globe Times* and its WGPA-AM-FM. Rolland L. Adams, president of the publishing company and its radio outlets, will be host during the four day trip, which he described as a gesture of thanks to the school for its athletic endeavors.

KING Kicks In

A TRICKY promotion play on the football field has been used by KING-TV Seattle as part of its fifth anniversary. It also served to benefit the March of Dimes fund by $450. Otto Brandt, KING Broadcasting Co. vice president-general manager, and Washington's Gov. Arthur B. Langlie agreed on the promotion-public interest stunt for half-time at the State High School Invitational football game. KING-TV announced it would give $10 for every yard the Governor could kick a football on the field. Gov. Langlie's kick went 35 yards and Sheriff Tex, KING-TV cowboy personality, mustered another 10 yards, presenting the March of Dimes with a total of $450.

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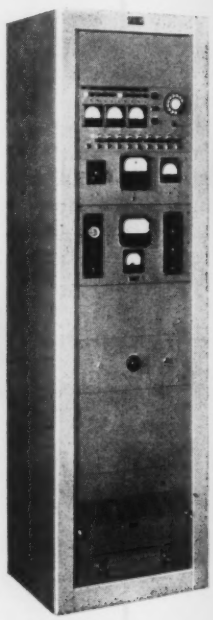

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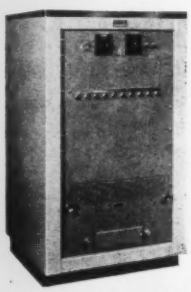

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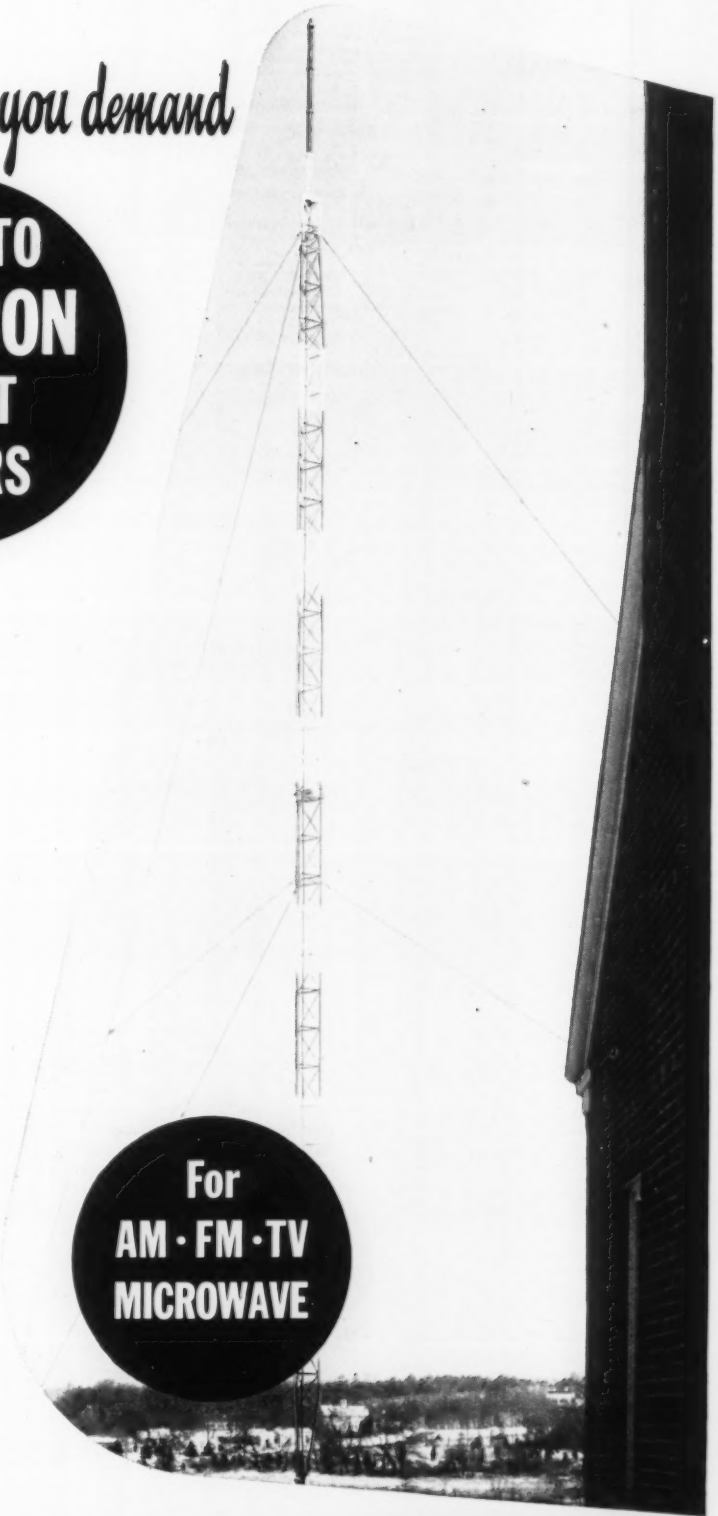

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UPCOMING

JANUARY 1954

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., St. Louis.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 11 (week of): FCC network "giveaway" case, oral argument before Supreme Court.

Jan. 11: Radio & Television Executives Society, Hotel Roosevelt, New York.

Jan. 18-19: Mutual Affiliates Advisory Committee (tentative), Buena Vista Hotel, Biloxi, Miss.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.

FEBRUARY 1954

Feb. 4-6: Audio Fair, Alexandria Hotel, Los Angeles.

Feb. 5-7: Women's Advertising Clubs, eastern conference, New York.

Feb. 5-7: New England Tv Exposition, Worcester, Mass.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 21-28: Brotherhood Week.

MARCH 1954

March 5: Michigan State Radio & Television Conference, Michigan State College, East Lansing.

March 24: Institute of Radio Engineers, Waldorf-Astoria, New York.

APRIL 1954

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

MAY 1954

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

May 23: NARTB Convention, Palmer House, Chicago.

SEPTEMBER 1954

Sept. 30, Oct. 1-2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

Station Authorizations, Applications
(As Compiled by B•T)

Dec. 3 through Dec. 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,485	535	101
CPs on air	24	26	†233
CPs not on air	113	20	215
Total on air	2,509	561	†334
Total authorized	2,622	581	550
Applications in hearing	129	1	154
New station requests	181	5	236
Facilities change request	149	30	16
Total applications pending	836	94	370
Licenses deleted in Sept.	0	3	0
CPs deleted in Sept.	0	3	7

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,511	2,487	146	182	137
Fm	563	537	21	6	3

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	188	291	479[2]
Educational	11	17	28

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	216	112	329
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	886	337	683	520	1,204[3]
Educational	51		25	26	51[3]
Total	917	337	708	546	1,255[4]

[1] Twenty-nine CPs (6 vhf, 23 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 28 already granted.
[4] Includes 507 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Miami, Fla.—Miami Biscayne Television Corp. (WINZ Hollywood, Fla.), granted uhf ch. 33 (584-590 mc); ERP 182 kw visual, 97.7 kw aural; antenna height above average terrain 480 ft., above ground 500 ft. Estimated construction cost $357,500, first year operating cost $318,000, revenue $300,000. Post office address Biscayne Terrace Hotel, Miami, Fla. Studio and transmitter location 432 Biscayne Blvd. Geographic coordinates 25° 46' 42" N. Lat., 80° 11' 22" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President **Nathaniel J. Klein** (20%), secretary and minority stockholder of WINZ Hollywood, Fla., and senior member in Miami Beach (Fla.) law firm of Goldstein, Klein, Burris & Lehrman; Vice President **Reuben Borinsky** (25%), secretary and owner of 25% or more interest in Tuscan Dairy Farms, Union City, N. J., Universal Grain Co., Newark, N. J., Grain Products Co., Brooklyn, N. Y., North Blenheim Creamery Corp., North Blenheim, N. Y., partner and 1/3 owner (with Mrs. Borinsky) of Tuscan Farm Products, Union City, N. J., president and 100% owner of Highway Properties Inc., Newark, N. J., Dual City Auto Laundry, Newark, N. J.; Secretary **Irving Kipnis** (25%), partner in Biscayne Terrace Hotel, Miami, Fla., secretary-treasurer of Realart Pictures, New York City, and president of Broaduane Corp., New York City; Treasurer **Edward Mercer** (10%), treasurer of WINZ, president of Mercantile National Bank, Miami, and president of Public National Insurance Co., Miami, and **Rex Rand** (20%), general manager of WINZ. Granted Dec. 9.

Lexington, Ky. — American Bcstg. Corp. (WLAP), granted uhf ch. 27 (548-554 mc); ERP 247 kw visual, 129 kw aural; antenna height above average terrain 623 ft., above ground 525 ft. Estimated construction cost $394,406, first year operating cost $240,000, revenue not estimated. Post office address Radio Bldg., Lexington. Studio and transmitter location Northern Belt Line and Liberty Road. Geographic coordinates 38° 01' 50" N. Lat., 84° 26' 59" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Board Chairman **J. Lindsay Nunn** (50.23%), 23% owner of WBIR Knoxville, former 50% owner of WCMI Ashland, Ky., and former 33.5% owner of KFDA Amarillo (sold June 1952); President **Gilmore N. Nunn** (40.77%), 52% owner of WBIR, former 50% owner of WCMI and former 59% owner of KFDA, and Vice President **J. Ed Willis** (4.8%), general manager of WLAP. Granted Dec. 3.

Baltimore, Md.—United Bcstg. Co. of Eastern Md. Inc. (WSID), granted uhf ch. 18 (494-500 mc); ERP 85.2 kw visual, 42.7 kw aural; antenna height above average terrain 480 ft., above ground 300 ft. Estimated construction cost $275,935, first year operating cost $175,000, revenue $175,000. Post office address 912 North Charles St., Baltimore, Md. Studio and transmitter location 912 North Charles St., Baltimore. Geographic coordinates 39° 17' 26" N. Lat., 76° 37' 19" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer UBC Engineering Dept., Washington. Principals include President **Richard Eaton** (2%), president and 98% owner World News Service, Washington news gathering agency; Secretary-Treasurer **Margaret G. Eaton** (1%), Assistant Secretary-Treasurer **Lavalle G. Hart**, owner *Alexandria Tribune*, *Fairfax Journal*, both in Va., and secretary and 2% stockholder World News Service. United Bcstg. Co. (97%) is beneficial owner of stock held by Mr. and Mrs. Eaton. All of the stock is voted by Richard Eaton. United Bcstg. is owner of WOOK WFAN (FM) Washington; WANT Richmond, Va.; WARK Hagerstown, Md.; WINX Rockville, Md., and WJMO Cleveland, Ohio. Granted Dec. 9.

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Consulting Electronic Engineers
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1420 New York Ave., N. W.
Washington 5, D. C.

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CONSULTING RADIO ENGINEERS
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...ustom-Built Equipment
... S. RECORDING CO.
...21 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

TRALA RECORDS
Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealer! One station in Each city being approached. Inquiries are really not necessary.
BOX 11 HOLLYWOOD

DAWKINS ESPY
AM-TV Broadcast Engineering
Complete Field Measuring Service
10620 Wilshire Blvd. Arizona 88922
Los Angeles, Calif.

Member AFCCE

Cleveland, Ohio—**United Bcstg. Co.**, granted uhf ch. 19 (500-506 mc), ERP 220.3 kw visual, 119 kw aural; antenna height above average terrain 645 ft., above ground 759 ft. Estimated construction cost $593,430, first year operating cost $400,000, revenue $150,000. Studio location 5000 Euclid Ave. Transmitter Terminal Tower Bldg., 41° 29' 58" N. Lat., 81° 41' 41" W. Long. Transmitter RCA, antenna RCA. Legal counsel Eliot C.Lovett, Washington. Consulting engineer Jansky & Bailey, Washington. Applicant is licensee of WHK-AM-FM Cleveland, WHKC-AM-FM Columbus, Ohio; and 40% owner of WKBN-AM-FM Youngstown, Ohio. Principals include President **Sterling E. Graham**, vice president of Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and *News*, and Vice President **Paul Bellamy**, vice president, *Cleveland Plain Dealer* and *News*. All stock owned by Forest City Publishing Co. Address 5000 Euclid Ave., Cleveland. Granted Dec. 3.

Corpus Christi, Tex.—H. L. Hunt, granted uhf ch. 43 (644-650 mc); ERP 37.1 kw visual, 19.1 kw aural; antenna height above average terrain 460 ft., above ground 464 ft. Estimated construction cost $254,800, first year operating cost $183,500, revenue $210,000. Post office address 4009 Lawther Drive, Dallas, Tex. Studio location to be determined. Transmitter location on NE corner at intersection of N. Carancahua and Mestina Streets. Geographic coordinates 27° 47' 44" N. Lat., 97° 23' 49" W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley Doty & Schellenberg, Washington. Consulting engineer Weldon & Carr, Washington. Sole owner is **H. L. Hunt**, independent oil producer. Granted Dec. 9.

(Continued on page 117)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesmen free to travel with well known, national organization are earning $150.-$300. weekly commissions selling new copyrighted special feature for leading tv stations in midwest. Dependable men can advance to campaign managers. $15,000.-$18,000. yearly. Write 628A, B•T.

Salesman have opening for aggressive experienced radio salesman network station in important market. Box 718A, B•T.

Go-getting sales producer wanted immediately at midwest 250 watt daytimer. Salary-commission. Experienced woman also for sales. Capable announcer needed, too. Topnotchers only apply with full details. Box 764A, B•T.

Top sales position open January 1st, established accounts give you good starting commissions. Job calls for experience and proven ability. Send information, references and photo to WBCK, AM-TV, Battle Creek, Michigan.

Station owners, operators, promotion, pub. men! Crack am-tv salesman Warren Middleton of BROADCASTING • TELECASTING can tell you how to increase your sales, prestige, power quickly and economically through planned use of industry's greatest news weekly. Write, wire, phone BROADCASTING • TELECASTING, 360 N. Michigan Avenue, Chicago 1, Illinois. Central 6-4115.

Announcers

Experienced, versatile, all-round announcer with first or second phone ticket. Permanent. Paid vacation. Car necessary. Send complete resume first letter. Start $75. weekly. Box 524A, B•T.

Announcer-engineer, first phone, strong on announcing, 1000 watt net affiliate, top pay, many employee benefits, good midwestern market. If you qualify, send tape and letter to Box 582A, B•T.

Combo man with first class ticket for central Pennsylvania am-fm. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary open. Box 614A, B•T.

Announcer-salesman combo men. 1st phone desirable. Midwest. Wire Box 716A, B•T.

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Four combo men with first class ticket for midwest, kilowatt independent. Strong on announcing. Salary $90. for 44 hours. Send disc, tape resume. Box 742A, B•T.

Announcer-engineer, need two good combination **men.** Attractive Florida city. Box 748A, B•T.

Combo man for NBC affiliate. Permanent position. Top salary for right man. Phone or write Paul Hayes, KCIL, Houma, La.

Experienced announcer-engineer with first second or third ticket opening staff first of year. Send voice recording or tape details to Dave Button, Manager, KSVP, Artesia, New Mexico.

We are looking for a topnotch disc jockey to handle six am to ten am period daily, plus schedule until one P.M. $125. weekly plus high potential talent midwestern market, over three hundred thousand population. Please submit audition with letter. WHKK, Akron, Ohio.

Combo announcer-engineer, first phone, emphasis on news, DJ work. Rush resume, tape. WIZZ, Streator, Illinois.

Help Wanted—(Cont'd)

Immediately. Experienced announcer, news, DJ, night shift. Must be able to handle control board and tape recording equipment. Good salary, excellent working conditions. 45,000 population community. Tape recording or personal interview necessary, plus references. WJBC, Bloomington, Illinois. Phone 5281.

Announcers wanted. Good conditions for the right men. Reply: Arthur Wilkerson, 406 E. Broadway, Lenoir City, Tennessee.

Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Chief engineer-announcer, good voice, thoroughly experienced both fields. Prefer family man. Car necessary. $90.00—40 hours. Box 593A, B•T.

Combination man first phone with car 5 kw regional $75. weekly. Call collect 3-1336, KJAY, Topeka, Kansas.

1000 watt network station in the heart of hunting and fishing land seeks capable engineer who can announce or handle copy. Excellent opportunity for advancement into executive position with growing organization. KVWO, Cheyenne, Wyoming.

First class engineer - announcer. Good pay. KWRT, Boonville, Missouri.

First phone engineer for transmitter and remotes. Automobile necessary. Chief Engineer, WBCK, Battle Creek, Mich.

Chief engineer wanted. Contact McNulty, WWIN, 1119 N. Charles, Baltimore 1, Md. Saratoga 7-3555.

Engineer (operator) wanted immediately. WWPG, Palm Beach, Florida.

Production-Programming, Others

Advertising copywriter wanted. First letter should tell all. Box 758A, B•T.

Promotion man with station experience, ready for important move into national field, wanted by highly respected established tv-am firm. Sell yourself first letter. Fully confidential. Box 760A, B•T.

Girl to write commercial copy. Air voice. Send photo, references. WBCK, Battle Creek, Michigan.

Copywriter needed immediately. Must handle copy with speed and imagination. Good salary. CBS affiliate. Send sample copy, application to WSOY, Decatur, Ill.

Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Technical

Tv engineer, first class licensee for 100 kw erp transmitter. Must have experience with uhf or vhf transmitters and associated equipment. Excellent working conditions: Write for personal interview, giving experience, references and salary desired. C. R. Thon, Operations Manager, WGLV, 48 North 4th St., Easton, Pennsylvania.

Help Wanted—(Cont'd)

Production-Programming, Others

Major market tv station needs one program director. Must be experienced as assistant PD or PD. Box 645A, B•T.

Immediate opening for announcer with some tv production experience. Must have knowledge of film projection, studio camera work and overall program operations. Excellent opportunity. Rush resume and tape to General Manager, WARD-TV, Johnstown, Pa.

Television account service, wanted. Young man knowledge tv production and heavy experience advertising promotion. Headquarters New York. Travel approximately 50 percent of time. Box 755A, B•T.

Established Chicago commercial film producer desires two permanent staff account men experienced in motion pictures, slidefilms & television. Send full resume to L. P. Mominee. Drawing and commission basis. Atlas Film Corp., 1111 South Boulevard, Oak Park, Illinois.

Situations Wanted

Managerial

Station manager—7 years managerial experience. 12 years radio experience. Interested in moving to larger market with fulltime station. Prefer making change between January and April. Box 679A, B•T.

Successful commercial manager, energetic thirties, college. Seeking managership of local or regional outlet. Doubled billings present station in two years. Box 721A, B•T.

Manager—18 years broadcasting experience including tv, 8 years general manager; family man, best references. Self-starter, hard worker, man you can depend upon. Reasonable salary plus incentive; radio, television or both. Box 751A B•T.

General manager, strong on sales and administration, now in secondary market desires similar or commercial manager job in larger market in south or southwest. Young, ambitious. Best references. Box 754A, B•T.

Ready for top rung. Steady, alert, draft exempt, married veteran desires managerial capacity. Commendable knowledge management-personnel element; excellent sales-announcing foundation. Tv-radio talent, sales considered. First phone. Presently employed; available two weeks. Box 768A, B•T.

Salesmen

Salesman. Radio-tv, spot, local, agency experience, 10 years. Prefer Los Angeles, New York, Florida. Box 705A, B•T.

Announcers

Experienced play-by-play announcer desires position with sports-minded station. Top references. Married. Veteran. College degree. 7 years news and sports director. Proven ability. Box 702A, B•T.

Negro announcer, top DJ personality newscaster commercial and control board. Some experience. Box 710A, B•T.

Announcer, young, married, versatile, terrific potential. Progressive 250 watt station. Box 720A, B•T.

Sports announcer, play-by-play, young, experienced college graduate, also versatile staff announcing. Desires eastern area. Box 723A, B•T.

Announcer-engineer. Five years experience commercial and AFRS. First phone, married, veteran. Desire permanent position Pittsburgh, Pa., or vicinity. Box 729A, B•T.

Announcer, thoroughly trained in radio-tv. Can operate console. Good voice, personality. Will travel. Tape available. Box 731A, B•T.

Popular and hillbilly DJ. Married. Want to settle west of Mississippi. Restricted ticket. Box 730A, B•T.

Announcer, experience limited, good potential, mature voice, personality. Eager for job with good possibilities. Disc, resume, upon request. Box 732A, B•T.

Singing disc-MC, currently employed, seeks position with California station. Can do humor, sports, also write. Tape and references. Box 733A, B•T.

XUM

Situations Wanted—(Cont'd)

Experienced staff announcer, which includes news, DJ, and board work. Desires change. Presently employed in Pennsylvania city. Tape available. Box 735A, B•T.

Announcer, 6 months experience. Weak on news, commercials—fair, ad-lib—good. Would like station with tv future. Box 740A, B•T.

Announcer, six years experience. Baseball play-by-play. Excellent references. Box 744A, B•T.

Announcer. Graduate radio school; DJ, news, sports; 2 years college; 2 years newspaper experience; age 26; draft exempt; will relocate. Tape, resume on request. Box 756A, B•T.

Announcer. Age 29. 3 years schooling, 1 year practical experience. Will locate anywhere. World War 2 veteran. Box 763A, B•T.

Staff announcer, one year experience. Strong news. Family man. Veteran. Box 765A, B•T.

Returning veteran desires to get back into radio. Interest primarily announcing but have first phone for combo work. College graduate with experience. L. Buckwalter, 206 Hampton Avenue, Brooklyn, New York.

News, DJ, commercials, control board, conscientious and reliable. Married, veteran, free to travel, tape upon request. Al Martin, c/o General Delivery, Ft. Pierce, Florida.

Announcer, ex-GI desires on job training or beginners position in friendly radio station. Pleasant voice, personality. Lou Swanson, Wellman, Iowa.

Negro DJ. Some experience, tape, references. Write, wire Johnny Nighthawk, 107 Princeton, Hempstead, New York.

Versatile announcer. Thoroughly trained; News-editing, combo man. Can produce own shows. Travel. Robert Lawrenz, 5 West 63 St., N. Y., N. Y.

Announcer-program director-operator. 6 years experience. Age 27. Southeastern states. John Vroman, 120 West 2nd, Frankfort, Kentucky.

Sportscaster, DJ, announcer, excellent all sports. Good commercial. New, fresh approach in sports and pop music. Married. Will relocate. No service commitments. Earl Wolfe, 323 Benner St., Highland Park, N. J. Kilmer 5-3010.

Experienced DJ hillbilly-western, married, sober; MC experience, 42 years old, 20 years show business, seven years talent staff WWVA, reference, photos, tape on request. Write Philip Reed (Cowboy Phil), WWVA, Wheeling, W. Va.

Technical

Engineer with 20 years experience which includes new station construction and three years tv desires position as technical director especially in warm climate. Box 658A, B•T.

Engineer first phone 3 years experience transmitter, remotes available 2 weeks. Box 707A, B•T.

Second phone no broadcasting experience while studying for first class. Desires studio and remote work. No announcing. Box 711A, B•T.

First phone. 11 years experience, studio and transmitter. Age 30. Prefer station with or planning tv. Northeast desired. Available January. Box 715A, B•T.

Engineer, ten years transmitter and studio experience. Will consider all eastern area locations. Box 739A, B•T.

First phone. Some studio experience. Desires work studio, transmitter, tv. Box 741A, B•T.

Engineer, experienced chief in construction and maintenance work, also successful commercial and station manager, top references as to character and ability. Box 745A, B•T.

First class engineer. Married. Upper midwest preferred. Robert Lamb, Lake City, Minnesota.

Attended Bliss Electrical and Capitol Radio Engineering Institute, instructed in later eighteen months. Worked in 50 kw station am-tv eight months, more experience. William Snyder, 8021 Beechmont Avenue, Cincinnati, Ohio.

Situations Wanted—(Cont'd)

Engineer, first phone. Limited transmitter repair experience. Seeks worthwhile opportunity in am, fm, tv operation, eastern area preferred. E. J. Fahey, 1054-81st Street, Brooklyn 28, N. Y.

First phone. Desire career in broadcasting. Willing to learn all phases. Veteran, 25, single, draft exempt. Will travel, car. Can type, Inexperienced, but honest, sober and reliable. Available anytime. Write Henry Vignola, 2225½ First Avenue, Seattle, Washington.

Production-Programming, Others

Sales promotion-press relations director. Experienced two major market network owned 50,000 watt radio-tv stations, leading ad agency. Married, 36. Available for personal interview. Box 478A, B•T.

Promotion, research, publicity woman. Station relations experience. Crack executive assistant; able writer, organizer. Highest references. Was head liaison between sales and 35 stations of one of the larger reps in field. Intimate knowledge all markets throughout country as well as press, networks, agencies and tv film industry. Will travel. Box 725A, B•T.

Public relations woman desires spot in radio or tv where liaison between sales and station is important factor; intimate knowledge all markets throughout country; know press, networks, agencies and tv film industry. Executive assistant calibre. Highest references. Will travel. Box. 726A, B•T.

Man, nearly ten years solid radio experience, seeking position as program director with established midwest station. Details to replies where position worth $150. weekly. Box 728A, B•T.

Experienced script-writer, continuity, and publicity girl, 26, could use radio-tv writing or production job. Will combine with steno, what-have-you. Box 738A, B•T.

Male copywriter, experienced continuity director. Degree in radio writing, directing, programming. Prefer South. Box 752A, B•T.

Television

Managerial

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.

Experienced tv manager, ten years solid background all the way up from am announcer. Constructed and managed highly successful am station and recently put small market (under 50,000) tv on the air in the black. Interested in bigger opportunities, either new or established station. Will consider anything over $10,000. Personal interview. Box 708A, B•T.

Salesmen

Film buyer for tv. Thirteen years experience motion picture sales in Detroit area. Will relocate for right offer. Mature, married. Box 703A, B•T.

Salesman. Recognized, established news-sports-caster now with network am-tv affiliate seeks sales-program combination in major market. Proven, aggressive sales record. Twelve years air experience, including network news, baseball and football play-by-play. Top references. Box 724A, B•T.

Announcers

Topflight sportsman wants tv opportunity. Also strong on news and commercials. Presently employed major market southwest. Same station five years. Age 26, single, sober, conscientious. Excellent references. Prefer west, northwest, but will consider all. Box 714A, B•T.

Technical

Chief engineer extensive experience with latest RCA high-power vhf equipment ten years electronic experience; telephone 84-7393, Miami, Florida, or Box 722A, B•T.

Situations Wanted—(Cont'd)

Motion picture cameraman-editor, currently head of photo department in operating tv station, seeks change of scenery for family reasons. Box 762A, B•T.

Holder 1st phone license, experienced all phases am broadcasting. Desires placement in tv; will consider offers from radio also. Available. Write Engineer, RFD #2, Benton, Mississippi, or phone Midway.

Production-Programming, Others

Radio director desires television opportunity, RTDG member, relocate medium-sized market. 4 years experience. Pleasant personality. Age 30, indulgences, no excessives. Box 737A, B•T.

Assistant director, tv. Full background in motion picture production with leading feature and documentary producer. Also 2 years with Signal Corps as writer-cameraman in Far East. First-hand knowledge of Europe, Asia and most of U.S. Some tv production experience. BS degree. Excellent organizational and creative ability. Age 25. Box 753A, B•T.

For Sale

Stations

Pacific coast state: 250 watt. Exclusive. Bills $45,000. $20,000 down. Box 713A, B•T.

Pacific coast. 250 watt ABC. No tv competition. Bargain. Box 746A, B•T.

Equipment, etc.

Gasoline light plant 2500 watt, 120 volt, 60 cycle. 3 Presto 10A turntables, RCA 69B distortion meter, GE BM-1A fm frequency and modulation monitor, 2 Webster wire recorders model 78-1, RCA MI-12701 portable 12" 78 RPM disc recorder. Box 709A, B•T.

Jack strips: portable Daven vu meter; Daven pads; RCA amplifier; other equipment. Box 712A, B•T.

Rich central midwest. 1000 watt, good equipment, remote control. Excellent downtown studios. Low overhead. Ideal for work-ownership. Box 743A, B•T.

GE fm broadcast transmitter type BT-1-B, model 4BT 1 B 1 frequency range 88-108 MC, output 250 watts. Two GE crystals frequency 227.546 KC. GE fm broadcast station monitor complete with calibrate and run crystals, type BM-1-A, model 4 BM-1A. Indicator model 4 BZIA 1, power supply model 4BP2A 1, frequency range 88-108 MC. GE reg. power supply, type BP2A, model 4BP2A, 1, 105-125 volts, 1 phase, output 300 volts 0.090 A-DC with 18 spare tubes. One Auto DR1 Aire model 46 dehydrator with specialized fm antenna and between 300 and 400 foot Communications Products fm co-ax transmitter line. Used on air only three years. In perfect condition. No reasonable offer refused. WLAD, Danbury, Conn.

250 watt transmitter 250-A Gates complete with 25-A crystal control oscillator unit 1400 kc. FCC approved available January 1. Also 22-B console Gates best offer. WMSL, Decatur, Ala.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Disc jockeys! Dictionary, Cream of Wit, $3.00; 6,000 Gags A to Z. Rod Arkell, Sebring, Fla.

Complete station equipment for sale, includes transmitter (500 watt), studio equipment and 200 ft. tower. All in good condition. Make us an offer. Gerity Broadcasting Co., 814 Adams Street, Bay City, Michigan.

Wanted to Buy

Stations

Station wanted. Financially able party wishes to purchase all or part of station in south central, preferably Tennessee. Small or large market. Box 701A, B•T.

Southwestern or western daytimer or full time local, one-station market preferred, with modest down payment. Box 727A, B•T.

(Continued on next page)

Wanted to Buy—(Cont'd)

Thinking of selling? If you are, list with us. Clients everywhere. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

One kw transmitter in good condition. West coast preferred. Must be reasonable. Box 579A, B•T.

3 kw—fm transmitter wanted. Immediate delivery for cash. Supply full information including hours of use, and cash price. Box 704A, B•T.

Console, recent model. WOOK, Washington, D. C.

Good used DuMont flying spot scanner. Details to R. J. Carr, Purchasing Agent, International Telemeter Corp., 2000 Stoner Ave., Los Angeles 25, Calif.

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

IF YOU ARE OUR MAN YOU ARE NOW WORKING

We are looking for a clean, imaginative, aggressive radio salesman for a regional network station in a highly competitive eastern market—one of the top ten in the country. The man we want is now the top salesman in his present station and he is in a market of 350,000-750,000. There is no ceiling on his earnings with us and a really good man can make over $15,000.

If you are our man, send full particulars to Box 771A, B•T.

Television

Salesmen

MOTION PICTURE-TELEVISION REPRESENTATIVES

Rapid expansion of nation's largest motion picture facility for production of films for television, industry, public relations, and sales training, has opened protected territories for motion picture-tv sales representatives.

Our present representatives are earning better than $25,000 a year under a most liberal commission structure.

Only top calibre men, capable of meeting and working with executives of leading advertising agencies, tv operations, and industries, will be considered.

Write complete details in first letter. All inquiries held in confidence. Box 706A, B•T.

Production-Programming, Others

ASSISTANT PROMOTION DIRECTOR

Experienced promotion girl or man for assistant to WFMY-TV, Greensboro, North Carolina promotion director. Desire person with ideas and ability to execute. Would handle on the air, newspaper, trade press advertising. Furnish WFMY-TV complete resume of experience, salary requirements and small photograph.

Situations Wanted

Salesmen

I SELL . . . SELL . . . SELL . . .

AND I'M PROUD OF IT!!!

The advertising executive history I've GOT. . . . with PROOF, but so do 10,000 other aspiring desk jockeys!!! The ONE thing I have AND USE that they LACK. . . . is CREATIVE SELL. Give me a percentage, no ceiling on income and I'll handle old business AND BRING IN NEW!!! Want Ad Agency, TV Station or TV Film producer or distributor. Over $1,000,000. in NEW TV ACCOUNT SALES IN '53. BOX 747A, B•T.

Announcers

MORNING MAN

For the past seven years I have worked for one radio station. . . . During that time, and against network competition, I have gained the highest rating in a quarter-million midwest market. . . . I've had an average of thirty, and as many as forty, National and Local sponsors daily on "Breakfast With Burton", a nationally recognized three-hour show. . . . I've been a Program Director for over a year and have experience in Television. . . . I'm looking for a larger market. . . . May I make money for you?

WRITE BOX 766A, B•T.

Production-Programming, Others

WOMENS' PROGRAM DIRECTOR

6 years experience. Produced, serviced and directed own shows.

Net to my station $12,000. annually. Ability to ad-lib commercials, kept large listening audience. Sold for sponsors, kept them happy.

Best of references. Tapes furnished on request. Free to go anywhere.
Box 749A, B•T.

Television

Managerial

EXPERIENCED MANAGER FOR TELEVISION

Seasoned broadcast executive of 18 years experience, general manager radio 8 years, now manager of part-time tv operation, seeks management fulltime tv. Family man, best of references; self-starter, hard worker; a man you can depend upon. Reasonable salary, incentive plan. Write Box 750A, B•T.

TV GENERAL MANAGER AVAILABLE

General Manager of successful TV and radio station group in competitive major market considering making change. Now receiving high salary but feels future may be limited in present post. Married, with child, and desires to become part of congenial community. Top record and references. Twenty years' experience all phases radio and TV, both UHF and VHF, plus networks and agencies. Would require at least two months to find and train replacement for present position. Box 769A, B•T.

For Sale

Equipment, etc.

FOR SALE

Western Electric 506 B-2 FM 10 kw Transmitter
Western Electric 54 A—Antenna with 400' Andrews 6⅛" Coaxial Line with spare elbows and extra length of line!! De-Icing equipmnt for Antenna and Andrews 1800 Dry Air Pump.
Western Electric 23 C Console
Western Electric 1126-C Limiting amplifier
Western Electric 5A Frequency and Modulation Monitor
Western Electric D—161332 Pre Emphasis Panel
Harvey FM Receiver Model 193 R

ALL EQUIPMENT IN PERFECT WORKING CONDITION. WRITE — PHONE OR WIRE:

Ken Gordon or Bob Hancock
Radio Station KDTH
Dubuque, Iowa
Call 3-7351

For Sale—(Cont'd)

TOWER FOR SALE

Truscon 286 foot type D-30, tri-angular, self-supporting, non-insulated radio tower complete with lighting. $8,000. FOB, Baltimore, Maryland. Dismantled. For further details contact Chief Engineer, WFBR, Baltimore, Maryland.

EQUIPMENT FOR SALE

1 TF-5A SUPERTURNSTILE with Beacon light and de-icing elements. Feed lines included. This antenna can be used for Channels 4, 5 and 6.
1,660 FEET 3⅛ INCH TEFLON insulated transmission line.
2 3⅛ INCH RIGID ANCHORS.
35 DUAL HANGERS FOR 3⅛ inch line using twin messengers.

Please contact H. J. Lovell, Chief Engineer,

WKY-TV
OKLAHOMA CITY, OKLA.
Box 8668, Britton Station TR 8-2161

SAVE ON TEST COSTS

100 USED
5820 IMAGE ORTHICON TUBES
$100 TO $175 EACH

These tubes do not meet our rigid on-the-air standards but are excellent for test purposes.

WRITE: WTVJ
P. O. BOX 1271
MIAMI, FLORIDA

Stations

For Sale

250 watt Independent with 3 kw FM in major metropolitan Southern market. Fine equipment, completely air-conditioned centrally located studios. This station has lost money because of absentee management. Currently breaking even with excellent potential for good solid earnings in one of the richest markets in the Southeast. Non-resident owners desire to devote attention to other interests. Not interested in bargain-hunters. Station is priced in line with assets, current gross and potential. Financially qualified purchaser may arrange for low down payment and terms for the balance.

Box 734A, B•T.

(Continued from page 113)

APPLICATIONS

Selma, Ala.—Deep South Bestg. Co. (WBAM Montgomery), vhf ch. 8 (180-186 mc); ERP 2.69 kw visual, 1.35 kw aural; antenna height above average terrain 371 ft., above ground 387 ft. Estimated construction cost $135,541, first year operating cost $100,000, revenue $140,000. Post office address Box 1447, Montgomery, Ala. Studio and transmitter location 3 miles W of Selma. Geographic coordinates 32° 24' 00" N. Lat., 87° 05' 10" W. Long. Transmitter Standard Electronics, antenna GE. Legal counsel Charles S. Rhyne, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **Mrs. J. F. Richardson** (10%); Vice President **William E. Benns Jr.** (40%), engineer, secretary-treasurer-10% stockholder WVOK Birmingham and stockholder Alabama Telecasting Co., applicant for ch. 12 in Montgomery; Secretary-Treasurer **William J. Brennan** (40%), chief engineer WVOK and 11.7% subscriber to Alabama Telecasting; **Frances U. Brennan** (5%) and **Cyril G. Brennan** (5%). Filed Dec. 3.

Lexington, Ky.—Central Ky. Bestg. Co. (WLEX) uhf ch. 18 (494-500 mc); ERP 171 kw visual, 92 kw aural; antenna height above average terrain 629 ft., above ground 651 ft. Estimated construction cost $442,600, first year operating cost $300,000, revenue $300,000. Post office address 136 N. Limestone St., Lexington. Studio and transmitter location Russell Cove Pile, Lexington. Geographic coordinates 38° 03' 56" N. Lat., 84° 29' 13" W. Long. Transmitter and antenna RCA. Legal counsel Spearman & Roberson, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **J. D. Gay Jr.** (48.6%); Secretary-Treasurer **H. Gutherie Bell** (48.6%); **Gay-Bell Corp.** (2.5%); Vice President **William B. Gess** (0.15%) and Assistant Secretary **John G. Atchison Jr.** (0.15%). Filed Dec. 8.

Whitefish Bay, Wis.—Cream City Bestg. Co. (WMIL Milwaukee) vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 475 ft., above ground 590 ft. Estimated construction cost $792,290.17, first year operating cost $626,471, revenue $880,250. Post office address 2625 West Wisconsin Ave., Milwaukee, Wis. Studio location to be determined. Transmitter location approx. 1,800 ft. W of western city limits of Whitefish Bay at N. Port Washington Rd. & W. Henry Clay St. Geographic coordinates 43° 06' 45" N. Lat., 87° 55' 05" W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgenson, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Principals include President **Gene Posner** (70.06%), attorney, real estate and manufacturer of screw machine products; Vice President **Ruth Posner** (0.21%), Secretary-Treasurer **Jerome Sill** (20.81%), president-66% stockholder Peninsula Tv Inc., applicant for ch. 5 at Marquette, Mich., and **Thomas W. Korb** (8.92%), real estate, manufacturer of prefabricated houses and former administrative assistant to Senator McCarthy. Applicant requests deletion of its permit for uhf ch. 31 at Milwaukee to enable it to apply for this facility. Filed Dec. 4.

Whitefish Bay, Wis.—The Hearst Corp. (WISN-AM-FM Milwaukee) vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 993 ft., above ground 1,046 ft. Estimated construction cost $2,544,140, first year operating cost $1,227,805, revenue $1,227,805. Post office address 959 8th Ave., N. Y. Studio location 1900 W. Wisconsin Ave., Milwaukee. Transmitter location Good Hope & Range Line Roads, Granville. Geographic coordinates 43° 08' 43" N. Lat., 87° 57' 01" W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of Board **M. F. Huberth.** President **R. E. Berlin,** Vice Presidents **W. R. Hearst Jr., John R. Hearst, H. S. MacKay Jr., and H. G. Kern. R. A. Carrington Jr., W. M. Baskerville** and **Randolph A. Hearst** are trustees and vote stock jointly. Filed Dec. 7.

APPLICATIONS AMENDED

Thomasville, Ga.—E. D. River Sr. amends bid for new tv station on vhf ch. 6 to change ERP to 6.17 kw visual, 3.09 kw aural; transmitter location to County Line Rd., 2.7 miles N of Courthouse, Thomasville. Filed Dec. 1.

Jefferson City, Mo.—Capitol Tv Corp. amends bid for new tv station on vhf ch. 13 to change ERP to 51 kw visual and 25.5 kw aural. Filed Dec. 4.

Odessa, Tex.—Cecil Mills & Cecil L. Trigg d/b as Odessa Tv Co. amend bid for new tv station on vhf ch. 7 to change ERP to 21.5 kw visual, 10.8 kw aural; antenna height above average terrain to 302 ft. Filed Dec. 4.

Wausau, Wis. — Wisconsin Valley Tv Corp. amends bid for new tv station on vhf ch. 7 to change studio location to NE corner of Jefferson & First Sts., Wausau; ERP to 97.8 kw visual, 58.7 kw aural; antenna height above average terrain to 754.2 ft. Filed Nov. 27.

APPLICATIONS DISMISSED

Phoenix, Ariz.—H. R. Askins et al d/b as Dert Advertising Co. FCC dismissed bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Dec. 7.

Miami, Fla.—Tv Corp. of Greater Miami. FCC dismissed bid for new tv station on uhf ch. 33 for lack of prosecution. Dismissed Dec. 4.

Terre Haute, Ind.—Albert S. Polan et al, d/b as Polan Industries. FCC dismissed bid for new tv station on uhf ch. 63 at request of attorney. Dismissed Dec. 8.

Buffalo, N. Y.—Enterprise Transmission Inc. FCC dismissed bid for new tv station on vhf ch. 2 at request of applicant. Dismissed Dec. 8.

Buffalo-Niagara Falls, N. Y.—WGR Bestg. Corp. FCC dismissed bid for new tv station on vhf ch. 2 at request of applicant. Dismissed Dec. 8.

Asheville, N. C.—Asheville Citizens-Times Co. FCC dismissed bid for new tv station on vhf ch. 13 at request of applicant. Dismissed Dec. 8.

Asheville, N. C.—William W. Orr. FCC dismissed bid for new tv station on vhf ch. 13 at request of applicant. Dismissed Dec. 8.

Charlotte, N. C.—Dan Nicholas. FCC dismissed bid for new tv station on vhf ch. 9 at request of attorney. Dismissed Dec. 8.

Existing Tv Stations . . .

ACTIONS BY FCC

KTVA (TV) Anchorage, Alaska—Northern Tv Inc. granted STA to operate commercially on vhf ch. 11 for the period ending March 29. Granted Dec. 1; announced Dec. 8.

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters granted STA to operate commercially on uhf ch. 36 for the period ending Jan. 7. Granted Dec. 2; announced Dec. 8.

WJHP-TV Jacksonville, Fla. — Jacksonville Journal Co. granted STA to operate commercially on uhf ch. 36 for the period ending Feb. 3. Granted Nov. 30; announced Dec. 8.

WJDM (TV) Panama City, Fla.—J. D. Manly granted STA to operate commercially on vhf ch. 7 for the period ending March 21. Granted Dec. 4; announced Dec. 8.

WSIL-TV Harrisburg, Ill.—Turner-Farrar Assoc. granted STA to operate commercially on uhf ch. 22 for the period ending Dec. 14. Granted Dec. 4; announced Dec. 8.

WOC-TV Davenport, Iowa—Central Bestg. Co. granted STA to operate commercially on vhf ch. 6 (formerly ch. 5) for the period ending May 11. Granted Nov. 27; announced Dec. 8.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. granted modification of CP for vhf ch. 5 to change ERP to 24 kw visual, 12 kw aural; transmitter location to 3.8 mi. N 60° E from Saginaw, near Bay City; antenna height above average terrain 520 ft. Granted Dec. 3, announced Dec. 8.

WJDT (TV) Jackson, Miss.—Lamar Life Bestg. Co. granted modification of CP for vhf ch. 3 to change ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 680 ft. Granted Nov. 30; announced Dec. 8.

WXEL (TV) Cleveland, Ohio—Empire Coil Co. granted STA to operate commercially on vhf ch. 8 (formerly on vhf ch. 9) for the period ending April 30. Granted Dec. 2; announced Dec. 8.

WCAU-TV Philadelphia, Pa.—WCAU Inc. granted modification of CP for vhf ch. 10 to change transmitter location to Domino Lane & Fowler St., Philadelphia; ERP to 316 kw visual, 158 kw aural; antenna height above average terrain 1,000 ft. Granted Nov. 30; announced Dec. 8.

APPLICATIONS

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters seeks modification of CP for uhf ch. 36 to change studio location to 2293 East Main St., Stockton; ERP to 167 kw visual, 88 kw aural; specify directional antenna; antenna height above average terrain 1,626 ft. Filed Dec. 4.

WINT (TV) Waterloo, Ind.—Tri-State Tv Inc. seeks modification of CP for uhf ch. 15 to change transmitter location to Cemetery Rd., Auburn Twp.; studio location to Town Hall, Waterloo; ERP to 237 kw visual, 126 kw aural; antenna height above average terrain 829 ft. Filed Dec. 3.

WNBT (TV) New York, N. Y.—National Bestg. Co. seeks modification of CP for vhf ch. 4 to change ERP to 27.4 kw visual, 13.7 kw aural; antenna height above average terrain 1,444.7 ft. Filed Dec. 3.

WARM-TV Scranton, Pa.—Union Bestg. Co. seeks modification of CP for uhf ch. 16 to change ERP to 152.1 kw visual, 82.175 kw aural; specify directional antenna; antenna height above average terrain 1,223 ft. Filed Dec. 4.

New Am Stations . . .

ACTIONS BY FCC

Coachella, Calif.—Coachella Valley Bestg. Co., granted 970 kc, 1 kw unlimited. Estimated construction cost $24,000, first year operating cost $31,780, revenue $48,000. Principals in limited partnership are general partner **Melvin L. Carroll,** announcer KYOR San Diego, and limited partner **Edward Gorges,** local furniture businessman. Granted Dec. 9.

Mansfield, La.—DeSoto Bestg. Corp., granted 1360 kc, 1 kw daytime. Estimated construction cost $21,450, first year operating cost $30,000. Principals in partnership are President **Howard E. Sewell** (26.6%), Vice President **Dr. W. R. Hargrove** (26.6%), Secretary-Treasurer **Mrs. Mildred C. Sewell** (26.6%) and General Manager **Arthur L. Greene** (20%). Post office address Box 1866, Longview, Tex. Granted Dec. 9.

Shreveport, La.—S. A. Chesley tr/as Shreveport Bestg. Co., granted 1480 kc, 1 kw daytime. Estimated construction cost $17,000, first year operating cost $48,000, first year revenue $72,000. Mr. Chesley is former national sales manager of KTBS Shreveport. Granted Dec. 9.

Springhill, La.—Springhill Bestg. Co., granted 1460 kc, 1 kw daytime. Estimated construction cost $14,275, first year operating cost $24,000, revenue $36,000. Principals include **Roy M. Fish,** attorney; Vice President **Jessie L. Boucher,** insurance; **Vice President Wilburn A. Slack,** insurance and Secretary-Treasurer **James B. Branch Jr.,** ice cream manufacturer. Post office address c/o Roy M. Fish, P. O. Box 508. Granted Dec. 9.

Houghton Lake, Mich.—Royal Oak Bestg. Co. (WEXL Royal Oak), granted 1290 kc, 1 kw daytime. Estimated construction cost $15,000, first year operating cost $35,000, revenue $30,000. Principals include President **Jacob B. Sparks** (70%), 50% owner of Sparks Music Co. and owner of Sparks Conservatory of Music; Vice President **Garnet G. Sparks** (15%); Secretary-Treasurer **Gordon A. Sparks** (15%). Granted Dec. 9.

Jacksonville, N. C.—Seaboard Bestg. Corp., granted 910 kc, 1 kw daytime. Estimated construction cost $16,400, first year operating cost $30,000, revenue $40,000. Principals and co-owners are President **Jerry Popkin,** Vice President **Sidney Popkin,** Treasurer **Harold Adler** and Secretary **Milton Adler.** Post office address Box 753, Jacksonville. Granted Dec. 9.

Hettinger, N. D.—Hettinger Bestg. Co., granted 1490 kc, 250 w unlimited. Estimated construction cost $15,050, first year operating cost $18,000, revenue $18,000. Principals include **J. C. Melby** (4%), stockholder in KSJB Jamestown and KCJB Minot, N. D.; **D. J. Shults** (6%), owner-publisher *Adams County Record Hettinger,* and 13 other stockholders comprised of local business and professional men. Granted Dec. 9.

South Pittsburg, Tenn.—Eaton P. Govan Jr. d/b as Marion Bestg. Service, granted 910 kc, 500 w daytime. Estimated construction cost $9,850, first year operating cost $20,400, revenue $28,800. Mr. Govan is manager WCRI Scottsboro, Ala. Granted Dec. 9.

APPLICATIONS

Shreveport, La.—Northwest Louisiana Bestg. Corp., 1050 kc, 250 w daytime. Estimated construction cost $15,100, first year operating cost $35,000, revenue $54,000. Principals include President **Travis T. Hailey** (96%), investment and finance; Vice President **Turner B. Morgan** (2%), attorney and Secretary-Treasurer **Ado C. Skeels** (2%), attorney. Post office address c/o Turner B. Morgan, 525 Market St., Shreveport. Filed Nov. 27.

Martinsville, Va.—Tiger River Corp., 1270 kc, 500 w daytime. Estimated yearly revenue $30,000. Principals include President **J. E. Ford** (27.5%), Martinsville attorney; Secretary-Treasurer **A. F. Reincke** (49.5%), engineer KDEF Albuquerque, N. M.; **P. F. Mathew** (16%), engineer WMUU Greenville, S. C.; **H. L. Lowder** (3.5%) and **E. O. Kopriver** (3.5%), engineer WWGP Sanford, N. C.

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Applicant is former permittee of WKDO Chattahoochie, Fla. Post office address % A. F. Reincke, 506 2nd St., N. W., Albuquerque, N. M. Filed Nov. 30.

APPLICATIONS AMENDED

Murphysboro, Ill.—Evers Mick, Donald Lee Ritter, Hubert W. Wells & Hayward Lee Eggley d/b as Jackson County Bcstg. Co. amends application for new am station on 1420 kc, 500 w daytime to change name to Evers Dick & Donald Lee Ritter d/b as Jackson County Bcstg. Co. Filed Dec. 4.

Lafayette, La.—Gray Lott Sr. amends bid for new am station on 1570 kc, 1 kw daytime to specify 250 w. Filed Dec. 4.

Raleigh, N. C.—B. H. Ingle Sr. tr/as Merchants & Farmers Station amends application for new am station on 1440 kc, 500 w daytime to specify 570 kc. Filed Dec. 4.

Existing Am Stations . . .

ACTIONS BY FCC

WLMJ Jackson, Ohio — WLMJ Inc. granted modification of CP to change studio location to Court & Broad Sts., N.E., Jackson. Granted Dec. 1.

KVAS Astoria, Ore.—William Ohlman, Receiver for KVAS Inc., granted request for extension of authority to remain silent for an additional 90 days from Nov. 30. Granted Dec. 3; announced Dec. 8.

APPLICATIONS

WWNH Rochester, N. H.—Strafford Bcstg. Corp. seeks CP to increase power from 1 kw daytime to 5 kw daytime. Filed Dec. 3.

WISP Kinston, N. C. — Edwin J. Schuffman seeks CP to increase power from 100 w to 250 w. Filed Dec. 3.

New Fm Stations . . .

ACTIONS BY FCC

Butler, Pa.—J. Patrick Beacom granted CP for new fm station on ch. 249 (97.7 mc); ERP 720 w; antenna height above average terrain 290 ft. Granted Dec. 9.

Urbana, Ill.—Sterling Bcstg. Co. granted CP for new fm station on ch. 277 (103.3 mc); ERP 2.4 kw; antenna height above average terrain 350 ft. Granted Dec. 9.

APPLICATION

Tucson, Ariz. — Thomas J. Wallace (KTKT) seeks new fm station on ch. 258 (99.5 mc) with ERP 10.13 kw. Filed Dec. 3.

Existing Fm Stations . . .

ACTIONS BY FCC

WTRC-FM Elkhart, Ind. — Truth Pub. Co. granted CP to change ERP from 33 kw to 9.7 kw and antenna height above average terrain from 410 ft. to 350 ft. Granted Dec. 9.

WGEM-FM Quincy, Ill.—Quincy Newspapers granted CP to change ERP from 8.9 kw to 8.3 kw and antenna height above average terrain from 280 ft. to 640 ft. Granted Dec. 9.

WHFM (FM) Rochester, N. Y. — Stromberg-Carlson Co. granted CP to change antenna height above average terrain from 500 ft. to 390 ft. Granted Dec. 9.

WCAU-FM Philadelphia, Pa. — WCAU Inc. granted CP to change ERP from 11 kw to 10 kw; antenna height above average terrain from 630 ft. to 660 ft. Granted Dec. 4; announced Dec. 8.

WCAC (FM) Anderson, S. C.—Wilton E. Hall granted modification of CP to change ERP from 52 kw to 6.4 kw. Granted Dec. 9.

APPLICATION

WDSU-FM New Orleans, La. — WDSU Bcstg. Corp. seeks CP to change ERP to 4.70 kw; antenna height above average terrain to 237 ft. Filed Dec. 4.

STATIONS DELETED

KMAR (FM) Bakersfield, Calif.—Marmat Radio Co. granted request to cancel license and delete fm station on ch. 223. Deleted Dec. 2.

KCHR-FM Charleston, Mo.—So. Mo. Bcstg. Co. granted request to cancel license and delete fm station on ch. 269. Deleted Dec. 4.

Ownership Changes . . .

ACTIONS BY FCC

KWAK Stuttgart, Ark.—Stuttgart Bcstg. Corp. granted voluntary acquisition of control by Wm. Ross Beard and Melvin P. Spann through sale by Beloit Taylor of 300 shares to Mr. Beard for $10,000. Mr. Beard will give Mr. Spann 250 shares. Granted Dec. 3.

KLIR Denver, Colo.—Frank Donald Hall, Archie H. Yetter & John T. Roscoe d/b as Denver Bcstg. Co. granted voluntary assignment of license to Frank Donald Hall tr/as Denver Bcstg. Co. through sale of 20% interest by A. H. Yetter (10%) and J. T. Roscoe (10%) in consideration of cancellation of two promissory notes for $8,000. Granted Dec. 1.

WONS Hartford, Conn. — General Teleradio Inc. granted voluntary assignment of license to General-Times Tv Corp. Application is to effectuate agreement between General Teleradio Inc. and Hartford Times Inc. by which latter acquired 45% interest in new tv venture when it dismissed its bid for uhf ch. 18 in Hartford. Granted Dec. 1.

WBRD Ft. Lauderdale, Fla. — Broward Bcstg. Co. granted voluntary transfer of control to existing stockholders Myles H. Johns and Ted Nelson through sale of 180 shares for $26,000. Granted Dec. 2.

KCHA Charles City, Iowa—Inland Bcstg. Corp. granted assignment of license to Radio Inc. through stock transaction. Inland Bcstg. is to be dissolved. Granted Dec. 3.

WGUY-AM-FM Bangor, Me. — Guy Gannett Bcstg. Services granted voluntary assignment of license to Murray Carpenter for $45,000. Mr. Carpenter is applicant for new tv station on vhf ch. 2 in Bangor and former officer and stockholder WPOR Portland and WABI-AM-TV Bangor. Granted Dec. 2.

KCMO-AM-FM-TV Kansas City, Mo.—KCMO Bcstg. Co. granted voluntary assignment of license to parent corporation Meredith Engineering Co. (WHEN [TV] Syracuse, WOW-TV Omaha, KPHO-TV Phoenix). KCMO Bcstg. Co. will be dissolved. Granted Nov. 30.

KMID-TV Midland, Tex.—R. H. Drewry et al d/b as Midessa Tv Co. granted assignment of CP for vhf ch. 2 to Midessa Tv Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, T. R. Warkentin and R. P. Scott. Dr. G. G. Downing withdraws from partnership and R. H. Drewry purchases his 3.5% interest for $1,000. Mr. Drewry will now own 53.5%. Granted Dec. 3.

WMSC Columbia, S. C. — Maresco Bcstg. Co. granted voluntary assignment of license to parent corporation Maresco Corp. to simplify corporate structure. Maresco Bcstg. is to be dissolved and Maresco Corp. is to be renamed WMSC Radio Corp. Granted Dec. 1.

APPLICATIONS

KFOX Long Beach, Calif.—Nichols & Warriner Inc. seek voluntary transfer of control to Dorothy A. Nichols (89.79%), individually and as executrix of the estate of Hal G. Nichols. Filed Nov. 27.

KLAC-TV Los Angeles, Calif.—Dorothy Schiff seeks voluntary assignment of CP for vhf ch. 13 to Copley Press Inc. for $1,375,000. Copley Press publishes 15 newspapers in Illinois and California, including the *San Diego Union* and is ½ owner KFDO San Diego. Principals include Estate of **J. C. Copley** (99.8%), Chairman of Corp. **James S. Copley** (0.1%); **William H. Copley** (0.1%); President **A. W. Shipton** and Secretary-Treasurer **Richard N. Smith** [B•T, Nov. 30, 16]. Filed Nov. 27.

WACR Columbus, WMBC Macon, Ga.—Mississippi Bcstg. Co. seeks voluntary assignment of licenses to J. W. Furr for $40,000. Mr. Furr is permittee of new am station WHER at Columbus and will surrender this permit upon grant of this application. Filed Nov. 27.

KSIL Silver City, N. M.—Southwest N. M. Bcstg. Corp. seeks voluntary assignment of license to James H. Duncan for $110,000. Mr. Duncan is station manager and 45% stockholder KSIL. Filed Nov. 30.

KRHD Duncan, Okla.—Duncan Bcstg. Co. seeks voluntary assignment of license to R. H. Drewry, J. R. Montgomery, T. R. Warkentin, Robert P. Scott and John C. Helliburton d/b as Duncan Bcstg. Co. Dr. G. G. Downing withdraws from partnership and R. H. Drewry purchases his 3.15% interest for $1,601.64. Mr. Drewry will now own 45.15%. Filed Nov. 27.

KWSO-AM-TV Lawton, Okla. — Oklahoma Quality Bcstg. Co. seeks assignment of license to Oklahoma Quality Bcstg. Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, T. R. Warkentin and Robert P. Scott. Dr. G. G. Downing withdraws from partnership and R. H. Drewry purchases his 3.5% interest for $7,214.19. Mr. Drewry will now own 53.5%. Filed Nov. 27.

WFOX Milwaukee, Wis. — Wisconsin Bcstg. System Inc. seeks voluntary relinquishment of control by Charles J. Lamphier through issuance of new stock. Mr. Lamphier's interest will be reduced from 50.4% to 25.2%. Application is contingent upon grant of application for new tv station on vhf ch. 12 in Milwaukee. Filed Nov. 27.

Hearing Cases . . .

INITIAL DECISIONS

Indianapolis, Ind.—New Tv, vhf ch. 8. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the applicaion of WISH for construction permit for new tv station on vhf ch. 8. Action Dec. 8.

Duluth, Minn.—New Tv, vhf ch. 3. FCC Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of Red River Bcstg. Co. (KDAL) for new tv station on vhf ch. 3; ERP 100 kw visual, 16.99 kw aural; antenna height above average terrain 809 ft. Action Dec. 4.

OTHER ACTIONS

KTKN Ketchikan, Alaska—Alaska Bcstg. Co. granted petition to dismiss without prejudice its application for increase in daytime power from 1 kw to 5 kw. Action Dec. 2.

KTYL Mesa, Ariz.—Harkins Bcstg. Inc. granted CP to change from 1310 kc, 500 w night, directional, 1 kw daytime, unlimited to 500 w night directional, 5 kw daytime, unlimited. Granted Dec. 9.

Am Blanketing Requirements Revised—By report and order, the Commission finalized its rule making of July 15 and amended Section 4 of its Standards of Good Engineering Practice Concerning Standard Broadcast Stations and Part 3 of the rules with respect to blanketing requirements. Except for revisions concerning auxiliary transmitters, the changes are the same as those which had been proposed. The 1v/m (1000 mv/m) contour is considered the blanket contour instead of the 250 mv/m, the 25 mv/m contour is used as the reference contour for blanketing purposes in all situations and that the population within the blanket contour not exceed 1% of the population within the reference (25 mv/m) contour. Further, an exception is provided where the number of persons within the 1 v/m contour is 300 or less. The rules become effective 30 days after publication in the *Federal Register*. Action Dec. 3.

WAHR Coral Gables, Fla.—Alan Henry Rosenson granted modification of CP to change from 1490 kc, 250 w unlimited, Coral Gables to 100 w unlimited at Miami Beach; subject to condition not to commence program tests until WEAT Lake Worth, Fla., begins program tests on another frequency and not to be licensed until WEAT is licensed on another frequency. Granted Dec. 9.

Springfield, Ill.—Vhf ch. 2 proceeding. By order, the Commission granted a petition by WTAX and granted authority to the Examiner to add an issue "to determine whether the funds available to each applicant will give reasonable assurance that the proposals set forth in the application will be effectuated" in the proceeding involving mutually exclusive applications by Sangamon, Capitol City Television Co., and WMAY, for new tv stations on ch. 2. Action Dec. 4.

Indianapolis, Ind.—Comr. Robert T. Bartley granted petition of Crosley Bcstg. Corp. (WLW Cincinnati) for dismissal without prejudice of its application for new tv station on vhf ch. 8 and retained in hearing application of WISH. Action Dec. 2.

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Des Moines, Iowa—Vhf ch. 8 proceeding. The Commission announced its memorandum opinion and order of Dec. 3, 1953, denying a petition by KRNT requesting enlargement of the issues in the proceeding involving competing applications by KRNT and KSO for new tv stations on ch. 8. Action Dec. 4.

Shreveport, La.—Vhf ch. 3 proceeding. The Commission announced its memorandum opinion and order granting petition by KTBS for review of Examiner's ruling denying petitioner's request for issuance of subpoenas duces tecum requiring KWKH to produce an agreement between the Times Publishing Co. and the Journal Publishing Co.; remanded requests for issuance of such subpoenas to the Examiner for further action consistent with the view and rulings set forth in the memorandum opinion and order; denied remainder of petition for review filed by KTBS. KTBS and KWKH are applicants for new tv stations on ch. 3. Action Dec. 4.

Detroit, Mich.—Uhf ch. 50 proceeding. The Commission announced its memorandum opinion and order denying petition by WCBO for review of Examiner's ruling which denied petitioner leave to amend in various respects its application for new tv station which is in consolidated hearing with application of WJLB, both seeking ch. 50. Action Dec. 4.

Canton, Ohio—Uhf ch. 29 proceeding. The Commission announced its order denying petitions by WHBC for review and reversal of certain rulings by the Examiner in the proceeding involving competing applications by WHBC, WCMW and Tri-Cities Telecasting Inc., for new tv stations on ch. 29. Action Dec. 4.

Rule Part 2 Amended—By order, the Commission finalized its proposal amending Part 2 of its frequency allocation rules to add a footnote to all frequency bands allocated to the broadcasting service in which it does not now appear, thus permitting appropriate experimentation in all of the high frequency broadcasting bands on a non-interference basis. Action Dec. 3.

Substitute Proposal to Amend Tv Auxiliary Rules—By notice of further proposed rule making, the Commission set forth revised proposal to amend auxiliary tv broadcast rules (Part 4). The new proposal is designed to meet objections filed to the Nov. 12, 1952, Notice of Proposed Rule Making and supplants that notice. The increased demand for tv auxiliary channels as a result of the addition of uhf stations would also be met. Action Dec. 2.

Tv Allocation—By report and order, the Commission finalized its proposal and added ch. 7 minus to Carthage, N. Y., and amended the offset carrier requirement on this channel in Calais, Maine, to minus. Action Dec. 2.

Tv Assignments — By report and order, the Commission finalized its proposed rule-making of Oct. 8, and amended its table of tv channel assignments by assigning ch. 6 to Whitefish Bay, Wis., to become effective 30 days after publication in the *Federal Register*. This provides a third commercial vhf channel for the Milwaukee area. It necessitates changing the channel assignments in Marquette, Mich., from 5 plus and 17, to 6 minus and 17; and in Green Bay, Wis., from 2 plus, 6 and 70, to 2 plus, 5 plus and 70. Action Dec. 3.

Corpus Christi, Tex.—Vhf ch. 10 proceeding. By order, the Commission granted petition by Superior Television Inc., insofar as it requests that the Examiner have authority to enlarge the issues "to determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated" in the proceeding involving mutually exclusive applications by Superior, KEYS, KSIX, for new tv stations on ch. 10. Action Dec. 4.

Beaumont, Tex.—Vhf ch. 4 proceeding. By memorandum opinion and order, the Commission rescinded its order of April 22, dismissing application of Jefferson Amusement Co. for new tv station at Beaumont, Tex., on ch. 4 and designated same for hearing on Dec. 16, on the issue of whether it "should be dismissed pursuant to the provisions of Section 1.363(a) of the Commission's rules, in the light of the filing and dismissal of the application of Lufkin Amusement Co.;" made KPAC and Smith Radio Co., both of Port Arthur, Tex., parties to the hearing. Chairman Hyde and Commissioner Lee dissented. Action Dec. 2.

Ogden, Utah—Comr. John C. Doerfer granted petition of Interstate Bcstg. Corp. to dismiss without prejudice its application for new tv station on vhf ch. 9 and retained in hearing competitive application of KVOG. Action Dec. 2.

Hampton Roads Bcstg. Corp., Newport News, Va.; Beachview Bcstg. Corp., Norfolk, Va.; Portsmouth Radio Corp., Portsmouth, Va.—FCC designated for hearing applications for ch. 10; said hearing to be held in Washington on January 8. Further ordered that issues in proceeding may be enlarged by Examiner, on his own motion or on petition properly filed by party to proceeding and upon sufficient allegations of fact in support thereof, by the addition of the following issue: "To determine whether the funds available to the applicant will give reasonable assurance that the proposals set forth in the application will be effectuated." Action Dec. 9.

Routine Roundup . . .

December 9 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Claire W. Hardy

WMAW Menominee, Mich., Green Bay Bcstg. Co.—Continued without date the hearing conference scheduled for Dec. 14 pending action on petition for reconsideration and grant without hearing (Docket 10587; BMP-6064).

Tri-State Bcstg. Service, Southern Bcstg. Service Inc., Memphis, Tenn.—Gave notice of hearing conference to be held on December 9 at 10 a.m. in re applications for CPs (Docket 10548; BP-8775 and Docket 10549; BP-8802). (Action of 12/4.)

By Hearing Examiner Millard F. French

Cowles Bcstg. Co., Murphy Bcstg. Co., Des Moines, Iowa—Issued memorandum opinion and order after hearing conference ordering that further proceedings in case shall be governed by statements set forth therein, provided, however, that request for modification of this order, and for further clarification and rulings may be presented on the record at the further conference and that any rulings thereon will be made and stated in the order to be entered after completion of hearing conference procedure on December 10 (Docs. 8897 and 8900; BPCT-315 and 370).

By Hearing Examiner J. D. Bond

Times-World Corp., Radio Roanoke, Inc., Roanoke, Va.—Granted petition of Radio Roanoke to amend its application (Docket 10656; BPCT-1743), to make certain minor changes in the engineering information of the application.

By Hearing Examiner Elizabeth C. Smith

KSGM Ste. Genevieve, Mo., Donze Enterprises, Inc.—Granted joint petition of Midland Bcstg. Co., respondent, and KSGM, for continuance of hearing from Dec. 7, 1953, to Jan. 5, 1954, in re (Docket 10505; BP-8488).

By Hearing Examiner Thomas H. Donahue

Montgomery Bcstg. Co., Ala. Television Co., Montgomery, Ala.—By memorandum opinion and order, ordered that corrections be made to the transcripts of hearing of Aug. 27, 1953, and Sept. 29, 1953, in this proceeding (Docket 10573; BPCT-670; Docket 10574; BPCT-1055).

By Hearing Examiner Fanney N. Litvin

The Travelers Bcstg. Service Corp., Hartford Telecasting Co. Inc., Hartford, Conn.—Issued an order revising memorandum opinion and order after hearing conference dated Nov. 25, 1953, in this proceeding, making a substitute for Paragraph 9 therein (Docket 8621; BPCT-193; Docket 10699; BPCT-1540).

By Hearing Examiner Annie Neal Huntting

Universal Bcstg. Co., Indianapolis, Ind.—Granted motion of Dec. 3 for leave to withdraw motion filed Dec. 1 requesting leave to amend its application, and dismissed said amendment tendered therewith (Docket 8905; BPCT-110).

Universal Bcstg. Co., Indianapolis, Ind.—Granted motion for advancement of hearing conference from Dec. 18 to Dec. 4, 1953 in re application in (Docket 8905; BPCT-110). (Action taken 12/3.)

Commodore Perry Bcstg. Services Inc., Erie, Pa.—Granted petition for leave to amend its application (Docket 10615; BPCT-1283) to furnish engineering and financial information in response to so-called "McFarland letter." (Docket 10615; BPCT-1283.) (Action taken 12/2.) Further ordered that the further hearing conference in this proceeding heretofore scheduled for Dec. 3 be continued to Dec. 9. (Action taken 12/3.)

By Hearing Examiner Herbert Sharfman

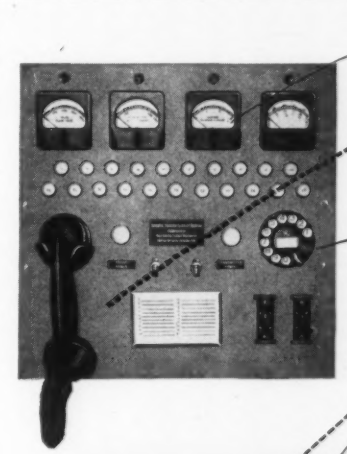
South Central Bcstg. Corp. et al., Evansville, Ind.—Granted petition of South Central to the extent that the further hearing scheduled for Dec. 16 is continued to Jan. 18 in re applications for tv ch. 7 (Docket 10461 et al). (Action taken 12/8.)

Latrobe Broadcasters, Latrobe, Pa.—Issued an order after hearing conference ordering that the taking of testimony in respect of the designated issues in this proceeding, shall begin Feb. 1 (Docket 10428; BP-8073). (Action taken 12/4.)

December 9 Applications

Renewal of License

KAMD Camden, Ark., Camden Radio Inc. BR-1255; KVEN Ventura, Calif. Coast Ventura Co. BR-2096; KLIA Hilo, Hawaii, John D. Keating & J. Elroy McCaw d/b as Island Bcstg. Co. BR-2623; KPOA Honolulu, Hawaii, Island Bcstg. Co. BR-1344; KIPX Kirksville, Mo., S. A. Burk, S. M. Arnold, S. W. Arnold & M. G. Arnold d/b as North Mo. Bcstg. Co. BR-1639; WMOH Hamilton, Ohio, Ft. Hamilton Bcstg. Co. BR-1199; KWHW Altus, Okla., Altus Bcstg. Co. BR-1524; KFLW Klamath Falls, Ore., Herald Pub. Co. of Klamath Falls BR-1245; WCRS Greenwood, S. C., Grenco Inc. BR-1137; WDSG Dyersburg, Tenn., State Gazette Bcstg. Co. BR-1272; WCRK Morristown, Tenn., Cherokee Bcstg. Corp. BR-1651; KMHT Marshall, Tex., Marshall Bcstg. Co. BR-1485; KNET Palestine, Tex., Palestine Bcstg. Corp. BR-878; WREL Lexington, Va., Rockbridge Bcstg.



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Corp. BR-2183; WAKR-FM Akron, Ohio, Summit Radio Corp. BRH-318; WLVA-FM Lynchburg, Va., Lynchburg Bcstg. Corp., BRH-118; KISW (FM) Seattle, Wash., Ellwood W. Lippincott BRH-523.

December 9 Applications

Application Returned

Rockford, Ill., Joseph Salvi tr/as Loves Park Broadcasting Company—Construction permit for new standard broadcast station to be operated on 1010 kilocycles with power of 250 watts and daytime hours of operation.

Extension of Completion Date

KGO-TV San Francisco, Calif., American Broadcasting-Paramount Theatres, Inc.—Mod. of CP (BPCT-1514) which authorized changes in facilities of existing commercial tv station for extension of completion date (BMPCT-1620).

KSAN-TV San Francisco, Calif., S. H. Patterson—Mod. of CP (BPCT-1646) which authorized a new commercial tv station for extension of completion date to 6/30/54 (BMPCT-1619).

WBKB (TV) Chicago, Ill., American Broadcasting-Paramount Theatres Inc.—Mod. of CP (BPCT-1493) which authorized changes in facilities of existing commercial tv station for extension of completion date (BMPCT-1618).

KQTV (TV) Fort Dodge, Iowa, Northwest Television Company—Mod. of CP (BPCT-1234) as mod., which authorized new commercial tv station for extension of completion date to 3/15/54 (BMPCT-1624).

WISE-TV Asheville, N. C., WISE-TV, Inc.—Mod. of CP (BPCT-1143) as mod., which authorized a new commercial tv station for extension of completion date to 6/29/54 (BMPCT-1616).

WIP-TV Philadelphia, Pa., Pennsylvania Broadcasting Co.—Mod. of CP (BPCT-185) as mod., which authorized a new commercial tv station for extension of completion date (BMPCT-1617).

WDTV (TV) Pittsburgh, Pa., Allen B. DuMont Laboratories, Inc.—Mod. of CP (BPCT-932) as mod., which authorized changes in facilities of existing commercial tv station for extension of completion date to 3/15/54 (BMPCT-1623).

WHBQ-TV Memphis, Tenn., Harding College—Mod. of CP (BPCT-563) as mod., which authorized new commercial tv station for extension of completion date to 6/30/54 (BMPCT-1625).

December 8 Decisions

BY THE BROADCAST BUREAU

Actions of December 4

Granted License

WALK-FM Patchogue, N. Y., Suffolk Bcstg. Corp.—Granted license for fm station; ch. 248 (97.5 mc) 15 kw unl. (BLH-912).

WNOS-FM High Point, N. C., The North State Bcstg. Co.—Granted license for fm station; ch. 262 (100.3 mc), 2.7 kw, unl. (BLH-933).

KEVT Tucson, Ariz., Tucson Radio Inc.—Granted license for am station; 690 kc, 250 w-D (BL-5137).

WDON Wheaton, Md., Commercial Radio Eqpt. Co.—Granted license for am station; 1540 kc, 250 w-D, engineering conditions (BL-5117).

WBAW Barnwell, S. C., Blue Ridge Bcstg. Co.—Granted license for am station, 740 kc, 250 w-D (BL-5142).

Modification of CP

WMBN Tallahassee, Fla., WASP Inc.—Granted mod. CP for approval of antenna, transmitter location and specify main studio location (BMP-6258), engineering condition.

KNCK Concordia, Kan., General Bcstg. Co.—Granted mod. CP for approval of antenna, transmitter and studio locations and change type of transmitter (BMP-6358).

Granted CP

KAMD Camden, Ark., Camden Radio Inc. — Granted CP to make changes in antenna system (BP-9043).

WSYB Rutland, Vt., Philip Weiss Music Co.— Granted CP to install new transmitter as aux. at present location of main transmitter (BP-9079).

KSLM Salem, Ore., Ore. Radio Inc.—Granted CP to install new transmitter as alternate main transmitter at present location of main transmitter (BP-9080).

KLOQ Seattle, Wash., W. Gordon Allen—Granted mod. CP for approval of antenna, transmitter and studio location (BMP-6291).

WMFD Wilmington, N. C., Richard Austin Dunlea—Granted CP to mount tv antenna on center tower of directional array (BP-8961).

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—Granted CP to install old main transmitter as aux. at present location of main transmitter (BP-9076).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WALK-FM Patchogue, N. Y.; WVBT, to change operation from WVCN, near DeRuyter Village, N. Y., to Radio Station WRRA Nr. Newfield Village, Newfield, N. Y.; WCOJ Coatesville, Pa.; WSIP Paintsville, Ky.; KCTI Gonzales, Tex.; KVOR Colorado Springs, Colo.; WMOP Ocala, Fla.; WMTR Morristown, N. J.

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

KBMI Henderson, Nev., to 3/1/54; KAVR Victorville, Calif., to 3/2/54; WPAG-TV Ann Arbor, Mich., to 2/11/54; WNBQ (TV) Chicago to 7/1/54; WFPG-TV to 6/21/54; WHIZ-TV Zanesville, Ohio, to 6/10/54; KFOR-TV Lincoln, Neb., to 7/1/54; WLEV-TV Bethlehem, Pa., to 6/29/54; WDIX Orangeburg, S. C., to 6/1/54; WSAY Rochester, N. Y., to 5/1/54, engineering condition.

Actions of December 3

Granted CP

WHAT Philadelphia, Pa., Independence Bcstg. Co.—Granted CP to change transmitter location, studio location, and side mount fm antenna on am tower (BP-9034).

WCSI Columbus, Ind., Syndicate Theatres Inc.—Granted CP to install a new transmitter; change studio location and remove fm antenna from am tower; engineering condition (BP-9087).

WBET Brockton, Mass., Enterprise Pub. Co.—Granted CP to change frequency of aux. transmitter from 990 kc to 1460 kc (BP-9072).

Remote Control

KROX Crookston, Minn., Crookston Bcstg. Co.—Granted authority to operate transmitter by remote control while using non-directional antenna.

WLIL-FM Lenoir City, Tenn., WLIL Inc. — Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted Mod. CPs for extension of completion dates as shown:

WNCT (TV) Greenville, N. C., to 4/1/54; KOAM-TV Pittsburgh, Kan. to 7/1/54; WATR-TV Waterbury, Conn. to 6/29/54; KELO-TV Sioux Falls, S. D., to 2/7/54.

KEAR San Mateo, Calif., Bay Radio Inc. — Granted mod. CP to change type of transmitter; engineering condition (BMP-6377).

Actions of December 2

Granted License

KVCR (FM) San Bernardino, Calif., San Bernardino Valley Union Junior College Dist. — Granted license for noncommercial educational fm broadcast station; ch. 220 (91.9 mc); 770 w (BLED-141).

Granted CP

WEBQ-FM Harrisburg, Ill., Harrisburg Bcstg. Co.—Granted CP to change antenna system (BPH-1901).

WQAN-FM Scranton, Pa., The Scranton Times—Granted CP for alternate main transmitter (BPH-1906).

Actions of December 1

Extension of Completion Date

KLIF-TV Dallas, Tex., Trinity Bcstg. Corp.—Granted extension of completion date to 4/11/54 (BMPCT-1458).

Remote Control

The following were granted authority to operate transmitters by remote control:

WSKY Asheville, N. C.; WETO Gadsden, Ala.; KHBC Okmulgee, Okla.; KTOW Oklahoma City, Okla.

Actions of November 30

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

WKNX-TV Saginaw, Mich., to 2/2/54; KGNC-TV Amarillo, Tex., to 6/8/54; WFBG-TV Altoona, Pa., to 6/30/54; KONA Honolulu, T. H., to 3/1/54; WINT Waterloo, Iowa, to 3/1/54; KFSA-TV Ft. Smith, Ark., to 1/31/54; WKNE-TV Keene, N. H., to 6/22/54.

December 8 Applications

ACCEPTED FOR FILING

License to Cover CP

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—License to cover CP (BP-8768) as modified., which authorized new standard broadcast station (1300 kc (BL-5158).

Modification of License

WABB-FM Mobile, Ala., The Mobile Press Register Inc.—Modification of license to change ERP to 25.5 kw (BMLH-69).

Modification of CP

KSRT (FM) Hollywood, Calif., Don C. Martin, tr/as School of Radio Arts—Modification of CP (BPH-1105) as modified, which authorized a new fm station for extension of completion date (BMPH-4878).

WMAQ-FM Chicago, Ill., National Bcstg. Co. Inc.—Modification of CP (BPH-1811) which authorized changes in licensed station for extension of completion date (BMPH-4879).

WBRC-TV Birmingham, Ala., Birmingham Bcstg. Co.—Mod. CP (BPCT-857) as mod., which authorized changes in facilities of existing commercial tv station for extension of completion date to 6/17/54 (BMPCT-1614).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. CP (BPCT-1338) as mod., which authorized new commercial tv station for extension of completion date to 9/1/54 (BMPCT-1613).

WFTV (TV) Duluth, Minn., Great Plains Television Properties of Minnesota Inc.—Mod. CP (BPCT-1155) as mod., which authorized new commercial tv station for extension of completion date to 6/13/54 (BMPCT-1612).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Mod. CP (BPCT-1115) as mod., which authorized new commercial tv station for extension of completion date to 1/8/54 (BMPCT-1611).

KMI (TV) Miami, Okla., George L. Coleman and Kenyon Brown, d/b as Miami Television Co.—Mod. CP (BPCT-1650), which authorized new commercial tv station for extension of completion date to 6/22/54 (BMPCT-1604).

Renewal of License

WHFB-FM Benton Harbor, Mich., The Palladium Pub. Co.—(BRH-88).

WFMR (FM) New Bedford, Mass., E. Anthony & Sons Inc.—(BRH-191).

WMFR-FM High Point, N. C., Radio Station WMFR Inc.—(BRH-116).

WDWS-FM Champaign, Ill., The Champaign News-Gazette Inc.—(BRH-304).

December 7 Applications

ACCEPTED FOR FILING

Extension of Authority

Mutual Broadcasting System Inc., New York, N. Y.—Extension of authority to transmit programs to Station CKLW, stations owned and operated by the Canadian Broadcasting Corporation, and stations licensed by the Canadian Minister of Transport for the period beginning Feb. 28, 1954 (BFP-242).

Renewal of License

KPUY Puyallup, Wash., Henry Perozzo and Antonio Gomez, d/b as Puyallup Valley Broadcasting Co.—(BR-2682).

KMYC-FM Marysville, Calif., Marysville-Yuba City Broadcasters Inc.—(BRH-146).

KXKX (FM) San Francisco, Calif., Electronic Service Corp.—(BRH-269).

WSAM-FM Saginaw, Mich., Saginaw Bcstg. Co.—(BRH-458).

WLTN (FM) Lewistown, Pa., Lewistown Bcstg. Co.—(BRH-228).

Modification of Tv CP

WNBQ (TV) Chicago, Ill., National Broadcasting Co.—Mod. CP (BPCT-1432) which authorized changes in facilities of existing commercial tv station for extension of completion date to 8/1/54 (BMPCT-1606).

WPAG-TV Ann Arbor, Mich., Washtenaw Broadcasting Co.—Mod. CP (BPCT-1119) as mod. which authorized new commercial tv station for extension of completion date to 2/11/54 (BMPCT-1599).

KFOR-TV Lincoln, Neb., Cornbelt Broadcasting Corp.—Mod. CP (BPCT-811) as mod., which authorized new commercial tv station for extension of completion date to 7/1/54 (BMPCT-1600).

WFPG-TV Atlantic City, N. J., Neptune Broadcasting Corp.—Mod. CP (BPCT-279) as mod. which authorized new commercial tv station for extension of completion date to 6/21/54 (BMPCT-1603).

WBES-TV Buffalo, N. Y., Buffalo-Niagara Television Corp.—Mod. CP (BPCT-1413) as mod. which authorized new commercial tv station to change corporate name to WBES-TV Inc. (BMPCT-1609).

WHIZ-TV Zanesville, Ohio., Clay Littick, et al d/b as Southeastern Ohio Television System —

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Mod. CP (BPCT-1190) as mod., which authorized new commercial tv station for extension of completion date (BMPCT-1610).

WLEV-TV Bethlehem, Pa., Associated Broadcasters Inc.—Mod. CP (BPCT-1199) as mod., which authorized new commercial tv station for extension of completion date to 6/29/54 (BMPCT-1602).

License to Cover CP

WACH (TV) Newport News, Va., Eastern Broadcasting Corp.—License to cover CP (BPCT-889) as mod., which authorized new commercial tv station (BLCT-165).

KPIX San Francisco, Calif., KPIX Inc.—License to cover CP (BPCT-852) as mod., which authorized changed in facilities of existing commercial tv station (BLCT-166).

Remote Control

KVOR Colorado Springs, Colo., Voice of the Rockies Inc. BRC-241; WMOP Ocala, Fla., Andrew B. Letson BRC-242; WSIP Paintsville, Ky., Ted Arnold Silvert & Escom Chandler d/b as Big Sandy Bcstg. Co. BRC-238; WMTR Morristown, N. J., Morristown Bcstg. Co. BRC-243; WCOJ Coatesville, Pa., Chester County Bcstg. Co. BRC-237; WHOA San Juan, P. R., Continental Bcstg. Corp. BRC-244; WLIL Lenoir City, Tenn., WLIL Inc. BRC-239; KCTI Gonzales, Tex., Gonzales Bcstg. Co. BRC-240; WALK-FM Patchogue, N. Y., Suffolk Bcstg. Corp., 301-A Operation BRCH-63; WRRE (FM) South Bristol Twp., N. Y., Northeast Radio Corp., 301-A Operation BRCH-63.

December 4 Applications

ACCEPTED FOR FILING

License to Cover CP

KANI Kaneohe, Oahu, Hawaii, Windward Bcstg. Co.—License to cover CP (BP-8043) as modified, which authorized new standard broadcast station (1150 kc) (BL-5157).

WCVS Springfield, Ill., WCBS Inc.—License to cover CP (BP-8986) which authorized mounting tv antenna atop the am tower (increase height) (1450 kc) (BL-5156).

Modification of CP

KBMI Henderson, Nev., Moritz Zenoff—Modification of CP (BP-8687) as modified, which authorized new standard broadcast station for extension of completion date (1400 kc) (BMP-6383).

APPLICATIONS RETURNED

CP for Am

Newburyport, Mass., Sherwood J. Tarlow—CP for new standard broadcast station on 1340 kilocycles with power of 250 watts and unlimited hours of operation.

J. S. Banks, J. P. Guzzy, J. L. Hoarty Jr., W. W. McClanan Jr., J. P. Sadler and Mort Werner d/b as Virginia Beach Broadcasting Co., Virginia Beach, Va.—CP for new standard broadcast station to be operated on 920 kilocycles with power of 500 watts and daytime hours of operation.

Muskegon Heights, Mich., WBO Inc.—CP for new standard broadcast station on 1490 kilocycles with power of 250 watts and unlimited hours of operation.

Change Hours of Operation

KNIM Maryville, Mo., Maryville Radio and Television Corp.—CP to change hours of operation from daytime to unlimited with power of 100 watts, night; and 250 watts, daytime (1580 kc).

License to Cover Tv CP

KVEC-TV San Luis Obispo, Calif., Christina M. Jacobson and Leslie H. Hacker d/b as The Valley Electric Co.—License to cover CP (BPCT-355) as mod., which authorized new commercial tv station (BLCT-164).

WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.—License to cover CP (BMPCT-573) as mod., which authorized changes in existing commercial tv station (BLCT-162).

WBLN (TV) Nr. Bloomington, Ill., Cecil W. Roberts—License to cover CP (BPCT-1554) as mod., which authorized new commercial tv station (BLCT-163).

Modification of Tv CP

WGCT (TV) Greenville, S. C., Carolina Television Inc.—Mod. CP (BPCT-1132) as mod., which authorized new commercial tv station to change the corporate name to WMRC Inc. (BMPCT-1607).

KELO-TV Sioux Falls, S. D., Midcontinent Broadcasting Co.—Mod. CP (BPCT-645) as mod., which authorized new commercial tv station for extension of completion date to 2/7/54 (BMPCT-1596).

Renewal of License

WGPC Albany, Ga.—J. W. Woodruff & J. W. Woodruff Jr. d/b as Albany Bcstg. Co. BR-808; KGIW Alamosa, Colo., E. L. Allen BR-755; WHIT New Bern, N. C., Harmon L. Duncan BR-1176; KWBW Williston, N. D., C. L. Scofield & J. C. Carson d/b as KWBM Bcstg. Co. BR-2056; KHUL Corvallis, Ore., Pacific States Radio Co. BR-1857; KGON Oregon City, Ore., Clackamas Bcstrs. BR-1725; KJUN Redmond, Ore., Juniper Bcstrs. Inc. BR-2746; KALE Richland, Wash., KALE Inc. BR-2454; KFIZ Fond du Lac, Wis., KFIZ Bcstg. Co. BR-608; KWKW-FM Pasadena, Calif., M. S. Neal & E. Earl d/b as Southern Calif. Bcstg. Co. BRH-62; KBOA-FM Kennett, Mo., Kennett Bcstg. Corp. BRH-345; WKRT-FM Cortland, N. Y., Radio Cortland Inc. BRH-138.

Renewal of License Returned

KBUN Bemidji, Minn., Butler Bcstg. Co. BR-1400; WKXL Concord, N. H., Capitol Bcstg. Co. BR-1313; WTSA Brattleboro, Vt., Granite State Bcstg. Corp. BR-2469.

December 3 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to and including Dec. 14, within which to file exceptions to initial decision re applications of McClatchy Bcstg. Co. and Sacramento Telecasters Inc., for ch. 10 in Sacramento (Docket 9013; BPCT-450; Docket 10298; BPCT-976).

Chief, Broadcast Bureau—Granted petition for extension of time to and including Nov. 30, within which to file exceptions to initial decision in re applications of Radio Fort Wayne Inc. and Anthony Wayne Bcstg. for ch. 69 at Fort Wayne, Ind. (Docket 10424; BPCT-1040; Docket 10425; BPCT-1400).

Hattiesburg Television Co., Hattiesburg, Miss.—Granted petition to accept late appearance in re its application for tv ch. 9 (Docket 10736; BPCT-1545).

Arrow Electric Co., West Palm Beach, Fla.—Granted petition to dismiss without prejudice its applications for CPs in the Domestic Public Land Mobile Radio Service (Docket 10669). (Action taken 12/1/53).

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau—Granted petition for extension of time to Dec. 2 in which to file its opposition to the petitions for enlargement of issues in re applications of Petersburg Television Corp. and Southside Va. Telecasting Corp. for ch. 8 in Petersburg, Va. (Docket 10737; BPCT-1772; Docket 10738; BPCT-1773).

By Hearing Examiner Herbert Sharfman

Red River Bcstg. Co. Inc., Duluth, Minn.—Granted petition for leave to amend its application for ch. 3 (Docket 10290; BPCT-903), to reflect the present possibility of network affiliation.

Head of the Lakes Bcstg. Co., Red River Bcstg. Co., Duluth, Minn.—By memorandum opinion and order, granted petition of Head of the Lakes insofar as it requests leave to withdraw from the ch. 3 proceeding, and said application (Docket 10289; BPCT-621) is removed from hearing. Insofar as petitioner requests leave to amend to ch. 10, no action is taken herein.

South Central Bcstg. Corp., Evansville Television Corp., On The Air Inc., WFBM Inc., Evansville, Ind.—By memorandum opinion and order, ordered that the time for complying with clause (2) of the order of Nov. 13, respecting South Central's estimated budget for the first year's operation, is extended to Dec. 10, and the memorandum opinion and order of Nov. 13 is clarified as above set out. In all other respects the petition of South Central filed Nov. 20 is denied. (Ch. 7.) (Dockets 10461 et al.) (Action taken 11/30).

By memorandum opinion and order, set forth statements and provisions that shall control the subsequent course of hearing in the matter of applications of South Central Bcstg. Corp., et al, for ch. 7 in Evansville, Ind.; and the date for the resumption of taking of testimony is Dec. 16, beginning at 10 a.m. (Dockets 10461 et al.) (Action taken 11/30.)

By Hearing Examiner William G. Butts

Issued an order which will cover the subsequent course of the hearing, unless modified in accordance with applicable procedures, in re applications of Southern Tier Radio Service Inc., Binghamton, N. Y., Ottaway Stations Inc., Endicott, N. Y., and The Binghamton Bcstrs. Inc., Binghamton, N. Y., for ch. 40 (Docket 10681 et al).

By Hearing Examiner Fanney N. Litvin

Issued memorandum opinion and order after hearing conferences, which includes statements and agreements that shall control subsequent course of hearing, unless modified by hearing examiner for cause during course of hearing or by Commission upon review of hearing examiner's ruling, in re applications of The Travelers Bcstg. Service Corp. and Hartford Telecasting Co., applicants for tv ch. 3 in Hartford, Conn. (Dockets 8621 and 10699), and that proof at the hearing will be adduced only in respect of matters relied upon by each of the parties, including counsel for the Broadcast Bureau, set out in this order and in any subsequent order which may be issued after action by Commission on petitions of Travelers and Telecasting to enlarge the issues in this proceeding.

By Hearing Examiner James D. Cunningham

Denied motion of Houston Area Television Co. for postponement of the pre-hearing conference in re its application and that of KTRH Houston Television Co. and Tv Bcstg. Co. of Houston, for ch. 13 in Houston, Tex., which is scheduled for Dec. 1, 1953 (Docket 8796 et al). (Action taken Dec. 1.)

Houston Television Co., Houston, Tex.—Granted petition filed Nov. 23, to amend its tv application for the purpose of correcting certain typographical errors therein (Docket 10754; BPCT-1723). (Action taken 11/30.)

By Hearing Examiner Claire W. Hardy

Petersburg Television Corp., Southside Va. Telecasting Corp., Petersburg, Va.—Issued order controlling conduct of hearing in re applications for tv ch. 8 (Docket 10737 and 10738); said actions, as supplemented by the order of examiner to be issued as indicated, shall control the subsequent course of hearing unless modified in accordance with applicable procedure; continued hearing to Jan. 11. (Action taken 12/1.)

WREC Bcstg. Service, WMPS Inc., Memphis, Tenn.—Issued notice of pre-hearing conference to be held on Dec. 2 in re applications for tv ch. 3 (Docket 10761-62). (Action of 11/25.)

By Hearing Examiner Elizabeth C. Smith

Arrow Electric Co., W. Palm Beach, Fla.—Granted petition for indefinite continuance of hearing scheduled for Dec. 2, pending action on its petition to dismiss applications in Domestic Public Land Mobile Radio Service (Docket 10669).

By Hearing Examiner Annie N. Huntting

Commodore Perry Bcstg. Service Inc., Erie, Pa.—Further hearing scheduled for Dec. 1 postponed to Dec. 3 at 9 a.m. (Docket 10615; BPCT-1283).

By Hearing Examiner Thomas H. Donahue

South Jersey Bcstg. Co., Camden, N. J.; Patrick Joseph Stanton, Philadelphia, Pa.—Granted petition of South Jersey for leave to amend its application (Docket 10657; BPCT-1522) for tv ch. 17, to (1) reflect amendment to articles of incorporation providing for new class of stock; (2) to show one Edgar E. Stem as a subscriber to $50,000 worth of Class B nonvoting stock; and (3) to provide additional legal and financial information with respect to Stem.

BROADCAST ACTIONS

KXIT Dalhart, Tex., Dalrad Associates—Is being advised that application (BAL-1627) for voluntary assignment of license to Dalhart Broadcasters indicates necessity of hearing.

$'s Go Further, Do More, on WLW radio

. . . because of the promotion, exploitation and merchandising by WLW's client service department

"La Tour la Plus Haute du Monde"

"La Torre Más Alta del Mundo"

"Der Höchste Turm der Welt"

「世界最高樓」

"ΤΟΥ ΚΟΖΜΟΥ Ο ΥΨΗΛΟΤΕΡΟΣ ΠΥΡΓΟΣ"

« أطول برج في العالم »

And in Television it's .. how you say it?

"THE WORLD'S Tallest TOWER!"

How you say it doesn't matter. WHIO-TV *does* have the World's Tallest TV Tower! Maybe you can figure out the French for "WHIO-TV also boasts a boost in power to 316,000 watts." Or Spanish for "WHIO-TV now available to 621,000 buying families." Or Greek for "Call George P. Hollingbery representatives for information on this great AREA station."

whio-tv

CBS • ABC • DUMONT

CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

TELESTATUS®

Dec. 14, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	40,600
Montgomery	WCOV-TV (20)	.....	18,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	76,100	.....
Tucson	KOPO-TV (13)		
	KVOA-TV (4)	17,060	.....
Yuma	KIVA (11)	14,100	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	45,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	74,925	.....
	KAFY-TV (29)	.....	45,550
Chico	KHSL-TV (12)	27,540	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	58,419
Los Angeles	KABC (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,707,420	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	187,399	.....
Sacramento	KCCC-TV (40)	.....	34,200
Salinas	KSBW-TV (8)	187,399	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KVEC-TV (6)	56,821	.....
Santa Barbara	KEYT (3)	371,332	.....
Tulare (Fresno)	KCOK-TV (27)	.....	.....
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)		
	KLZ-TV (7)	180,825	.....
Pueblo	KCSJ-TV (5)	37,200	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	100,381
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	87,000
DELAWARE			
Wilmington	WDEL-TV (12)	171,989	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	559,148	.....
	WNBW (4)	570,200	.....
	WTOP-TV (9)	559,000	.....
	WTTG (5)	559,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	86,000
	WITV (17)	.....	.....
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	214,000	.....
Panama City	WJDM (7)	.....	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	18,532
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (11)		
	WSB-TV (2)	330,000	.....
Augusta	WJBF-TV (6)	35,000	.....
Columbus	WDAK-TV (28)	.....	13,000
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	55,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	13,900	.....
Meridian (Boise)	KBOI (2)	.....	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	127,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	.....	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,800,000	.....
Decatur	WTVP (17)	.....	86,700
Harrisburg	WSIL-TV (22)	.....	.....
Peoria	WEEK-TV (43)		
	WTVH-TV (19)	.....	106,405
Quincy	WGEM-TV (10)	76,000	.....
Rockford	WREX-TV (13)	140,025	.....
	WTVO (39)	.....	51,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	31,000
INDIANA			
Bloomington	WTTV (4)	303,040	.....
Evansville	WFIE (62)	.....	28,000
Fort Wayne	WKJG-TV (33)	.....	.....
Indianapolis	WFBM-TV (6)	401,000	.....
Lafayette	WFAM-TV (59)	.....	36,590
Muncie	WLBC-TV (49)	.....	47,800
Quincy	KHQA-TV (7) (See Hannibal, Mo.)		
South Bend	WSBT-TV (34)	.....	85,969
IOWA			
Ames	WOI-TV (5)	152,654	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	190,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Des Moines	KGTV (17)	.....	17,325
Fort Dodge	KQTV (21)	.....	.....
Sioux City	KVTV (9)	80,000	.....
Waterloo	KWWL-TV (7)	.....	.....
KANSAS			
Hutchinson	KTVH (12)	69,697	.....
Topeka	WIBW-TV (13)	39,633	.....
Wichita	KEDD (16)	.....	48,329
KENTUCKY			
Henderson	WEHT (50)	.....	24,555
Louisville	WAVE-TV (3)	310,015	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	42,801
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	77,550	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	218,184	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	46,000	.....
Lewiston	WLAM-TV (17)	.....	.....
Portland	WPMT (53)	.....	21,800
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	516,505	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)	1,117,271	.....
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	79,600
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	90,000
Worcester	WWOR-TV (14)	.....	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

306,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by The BRANHAM Company

use all the IMPACT of

WVEC-TV

CHANNEL 15

in the Great Norfolk Area!

NORFOLK
HAMPTON
PORTSMOUTH
NEWPORT NEWS
VIRGINIA BEACH
WARWICK
WILLIAMSBURG
SMITHFIELD

Here's selling power PLUS in the great Norfolk Metropolitan Area where *only* WVEC-TV is NBC . . . beaming your sales message right to the core of this dynamic multi-city market.

only WVEC-TV is an NBC *Television Affiliate*

Represented by
WILLIAM G. RAMBEAU
NEW YORK•CHICAGO•SAN FRANCISCO•MINNEAPOLIS•LOS ANGELES

FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MICHIGAN

Ann Arbor	WPAG-TV (20)	.....	14,200
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)	1,000,000	.....
	WWJ-TV (4)	1,100,000	.....
	WXYZ-TV (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	22,000
Grand Rapids	WOOD-TV (8)	265,135	.....
Kalamazoo	WKZO-TV (3)	314,061	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	25,096
Saginaw	WKNX-TV (57)	.....	50,300

MINNESOTA

Austin	KMMT (6)	64,421	.....
Duluth	WFTV (38)	.....	32,784
Minneapolis (St. Paul)	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul (Minneapolis)	KSTP-TV (5)	405,300	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	48,000	.....

MISSISSIPPI

Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	21,600	.....

MISSOURI

Festus	KACY (14)	.....	.....
Hannibal (Quincy, Ill.)	KHQA-TV (7)	82,022	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	338,699	.....
	KCTY (25)	.....	51,363
St. Joseph	KFEQ-TV (2)	81,879	.....
St. Louis	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	149,760
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	39,896	.....
	KYTV (3)	31,300	.....

MONTANA

Billings	KOOK-TV (2)	2,500	.....
Butte	KOPR-TV (4)		
	KXLF-TV (6)	4,000	.....

NEBRASKA

Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	67,160	.....
Omaha	KMTV (3), WOW-TV (6)	212,482	.....

NEVADA

Las Vegas	KLAS-TV (8)	16,140	.....
Reno	KZTV (8)	7,613	.....

NEW JERSEY

Atlantic City	WFPG-TV (46)	.....	15,750
Newark (New York City)	WATV (13)	4,101,000	.....

NEW MEXICO

Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	32,333	.....
Roswell	KSWS-TV (8)	13,733	.....

NEW YORK

Albany	WROW-TV (41)	.....	53,000
Binghamton	WNBF-TV (12)	182,000	.....
Buffalo	WBEN-TV (4)	365,004	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	20,582
	WTVE (24)	.....	21,018
New York	WABC-TV (7)		
	WABD (5)		
	WATV (13) (See Newark, N. J.)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)		
	WHEC-TV (10)		
	WVET-TV (10)	200,000	.....
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	268,275	.....
Utica	WKTV (13)	127,000	.....

NORTH CAROLINA

Asheville	WISE-TV (62)	.....	13,200
Charlotte	WBTV (3)	365,301	.....
Greensboro	WFMY-TV (2)	191,393	.....
Raleigh	WNAO-TV (28)	.....	42,800
Winston-Salem	WSJS-TV (12)	157,580	.....
	WTOB-TV (26)	.....	.....

NORTH DAKOTA

Fargo	WDAY-TV (6)	19,800	.....
Minot	KCJB-TV (13)	11,654	.....

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OHIO

Akron	WAKR-TV (49)	.....	36,916
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	450,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (8)	810,361	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	330,220	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	27,300
Lima	WLOK-TV (73)	.....	21,630
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	17,654

OKLAHOMA

Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	237,369	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	49,272
Tulsa	KOTV (6)	165,340	.....

OREGON

Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	128,299

PENNSYLVANIA

Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	46,584
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	47,788
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	707,722	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	280,871	.....
Lebanon	WLBR-TV (15)	.....	106,300
New Castle	WKST-TV (45)	.....	85,802
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,659,718	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,934
	WKJF-TV (53)	.....	133,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	105,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28)	.....	112,000
	WILK-TV (34)	.....	120,000
York	WNOW-TV (49)		
	WSBA-TV (43)	.....	76,100

RHODE ISLAND

Providence	WJAR-TV (10)	1,080,413	.....

SOUTH CAROLINA

Charleston	WCSC-TV (5)	43,807	.....
Columbia	WIS-TV (10)	57,799	.....
	WCOS-TV (25)	.....	32,100
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	32,779

SOUTH DAKOTA

Sioux Falls	KELO-TV (11)	42,157	.....

TENNESSEE

Johnson City	WJHL-TV (11)	31,449	.....
Knoxville	WROL-TV (6)	40,178	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	234,892	.....
Nashville	WSIX-TV (8)		
	WSM-TV (4)	133,869	.....

TEXAS

Abilene	KRBC-TV (9)	18,033	.....
Amarillo	KFDA-TV (10)	36,221	.....
	KGNC-TV (4)	37,574	.....
Austin	KTBC-TV (7)	52,050	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	306,000	.....
El Paso	KROD-TV (4)	33,692	.....
	KTSM-TV (9)	32,487	.....
Ft. Worth	WBAP-TV (5)	297,201	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBT-TV (4)	27,000	.....
Houston	KPRC-TV (2), KUHT (8)	281,500	.....
	KNUZ-TV (39)	.....	43,593
Longview	KTVE (32)	.....	16,100
Lubbock	KCBD-TV		
	KDUB-TV (13)	35,739	.....

SEATTLE-TACOMA

LARGEST CITIES
IN THE FABULOUS

PUGET-SOUND AREA

(SERVED BY KTNT-TV)

THE PUGET SOUND AREA
CANNOT BE PURCHASED BY
BUYING ONE CITY ALONE

●

The Grade A Contour of KTNT-TV completely encompasses the entire city limits of:

SEATTLE
TACOMA
BREMERTON
OLYMPIA

CBS TELEVISION NETWORK

KTNT-TV

CHANNEL 11

Transmitter located at Tacoma
in the CENTER of the Puget Sound Area

125,000 WATTS

Affiliated with CBS & Dumont Television Networks

Represented Nationally by Weed Television

KTNT-TV AREA

QUICK FACTS AND FIGURES

Population Distribution

City of Seattle	37.65%
Balance of King County	21.37%
Pierce County (Including Tacoma)	22.22%
Balance of Areas West and South	18.76%
TOTAL (1,250,000)	100.00%

Grade A contour covers over 1,000,000 people; Grade A and B contour covers over 1,250,000 people; INFLUENCE AREA covers over 1,500,000 people

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
San Angelo	KTXL-TV (8)	15,539	.....
San Antonio	KGBS-TV (5)		
	WOAI-TV (4)	171,682	.....
Temple	KCEN-TV (6)	56,772	.....
Texarkana	KCMC-TV (6)	44,512	.....
Tyler	KETX (19)	.....	8,000
Waco	KANG-TV (34)	.....	14,738
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	44,000	.....
UTAH			
Salt Lake City	KDYL-TV (4), KSL-TV (5)	145,200	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	54,000
Harrisonburg	WSVA-TV (3)	61,290	.....
Lynchburg	WLVA-TV (13)	84,706	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	202,600	.....
	WTOV-TV (27)	.....	.....
Richmond	WVEC-TV (15) (See Hampton)		
Roanoke	WTVR (6)	182,302	.....
	WSLS-TV (10)	102,928	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	305,700	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	42,779	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	305,700	.....
Yakima	KIMA-TV (27)	.....	10,098
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	235,000	.....
Parkersburg	WTAP (15)	.....	10,723
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	183,257	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	28,500
Milwaukee	WTMJ-TV (4)	609,582	.....
	WCAN-TV (25)	.....	185,600
	WOKY-TV (19)	.....	160,000
Oshkosh	WOSH-TV (48)	.....	12,000
ALASKA			
Anchorage	KFIA (2)	.....	.....
CANADA			
Montreal	CBFT (2)	86,800	.....
Ottawa	CBOT (4)	10,100	.....
Sudbury	CKSO (5)	1,900	.....
Toronto	CBLT (9)	222,500	.....
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	37,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

Total Stations on Air 331*; Total Cities with Stations on Air 218*; Total Sets in Use 27,484,000.

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 123

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-March '54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-12/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-January '54.
Corona, **KCOA** (TV) (52), 9/16/53—Unknown.
Fresno, **KBID** (TV) (53), 8/12/53-Jan '54, Meeker.
Los Angeles, **KBIC-TV** (22), 12/10/52-Spring '54.
Merced, **KMER** (TV) (34), 9/16/53—Unknown.
Sacramento, **KBIK-TV** (46), 6/26/53-Spring '54.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Francisco, **KBAY-TV** (20), 3/11/53-Feb. '54 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. 54.
San Jose, **Standard Radio & Television Co.** (11), Initial Decision 11/18/53.
Stockton, **KTVU** (TV) (36), 1/8/53-12/15/53, Hollingbery (granted STA Dec. 1).
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/24/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54, Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
Hartford, **WGTH-TV** (18), 10/21/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Tv.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53.
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, WSTF (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Clearwater, **Pioneer Gulf Tv Bcstrs.** (32), 12/2/53—March '54.
Fort Myers, **WINK** (TV) (11) 3/11/53-Dec. '53, Weed Tv.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc. (granted STA Nov. 30).
Jacksonville, **WOBS-TV** (30), 8/12/53-Apr. '54, Stars National.
Miami, **Miami-Biscayne Tv Corp.** (33), 12/9/53—Unknown.
Miami, **WTHS-TV** (*2), 11/12/53-Unknown.
Miami, **WMIE-TV** (27), 12/2/53—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-Apr. '54, CBS, Blair-Tv.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-12/15/53, CBS, Hollingbery.
Tampa, **Tampa Times Co.** (13), Initial Decision 11/30/53.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), 11/19/53-Summer '54.
Augusta, WRDW-TV (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-2/1/54, CBS, Katz.
Valdosta, **WGOV-TV** (37), 2/26/53-Feb. '54, Stars National.

IDAHO

Boise, **KTVI** (TV) (9), 1/15/53-October '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-12/20/53, CBS, NBC, Gill-Perna.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-Spring '54, ABC Hollingbery.
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **WTLC** (TV), (*12), 11/4/53—Unknown.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **WTLE** (TV) (32), 8/12/53—Unknown.
Joliet, **WJOL-TV** (48), 8/21/53-Unknown.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53-Feb. '54.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, **Universal Bcstg. Co.** (8), Initial Decision 12/7/53.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-12/15/53, Walker.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-3/1/54.

IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53-Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, KCTV (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-12/13/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Unknown, Petry.
Lexington, **American Bcstg. Corp.** (27), 12/3/53—Unknown
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Newport, **Tri-City Bcstg. Co.** (74), Initial Decision 11/20/53.
Paducah, **WTLK** (TV) (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KPLC-TV** (7), 11/12/53—Unknown.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '54, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport **KSLA** (TV) (12), 9/19/53-12/15/53, NBC, CBS, Raymer.

MAINE

Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/16/53, NBC, Weed Tv. (began test patterns Dec. 2).
Portland, **WGAN-TV** (13), 11/19/53-Spring '54, Avery-Knodel.

MARYLAND

Baltimore, **United Bcstg. Co.** (18), 12/9/53—Unknown.
Baltimore, **WITH-TV** (60), 12/18/52-1/1/54, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, **WGIM** (TV) (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52-Fall, '53, Walker.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

North Adams, **WMGT (TV) (74), 2/18/53-12/25/53,** Walker.
Pittsfield, **WBEC-TV** (64), 11/12/53—Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.

MICHIGAN

Ann Arbor, **WUOM-TV** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-Summer '54, Headley-Reed.
Bay City, WNEM-TV (5), 9/2/53—Fall '53.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, WWTV (TV) (13), 4/8/53-1/1/54, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), 11/19/53—Unknown.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, **WSBM-TV** (51), 10/29/53—Unknown.
Traverse City, **WPBN-TV** (7), 11/25/53—Unknown.

MINNESOTA

Duluth, Red River Bcstg. Co. (3), Initial Decision 12/3/53.
St. Cloud, **WJON-TV** (7), 1/23/53-2/28/54, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54, ABC, Weed Tv.
Jackson, **WJDT** (TV) (3), 8/27/53-12/28/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52—Unknown (granted STA Nov. 13).

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-Dec. '53, ABC, CBS, DuM, NBC, H-R Tv.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KRHT** (TV) (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Early '54, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, CBS, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-12/13/53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/15/54, Weed.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52-Jan. '54.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, KNEH (TV) (12), 3/4/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Bloomingdale [Lake Placid], **Great Northern Tv Inc.** (5), 12/2/53—Summer '54.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-Nov. '54, CBS.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, **WUNC-TV** (*4) 9/30/53—Sept. '54.
Charlotte, **WAYS-TV** (36), 2/26/53-12/15/53, ABC, Bolling.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Durham, **WCIG-TV (46), 2/26/53-Unknown, DuM, NBC, H-R Television.**
Goldsboro, **WTVX** (TV) (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-12/20/53, CBS, DuM, Pearson.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Thomas Clark.
Wilmington, **WMFD-TV** (6), 7/30/53-3/1/54, Weed.

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53-Early '54, Blair Tv (granted STA Oct. 28).
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, **WCIN-TV** (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, **United Bcstg. Co.** (19), 11/25/53—Unknown.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Lima, **WIMA-TV** (35), 12/4/52-Spring '54, Weed Tv.
Massillon, **WMAC-TV** (23), 9/4/52-1/1/54, Petry.
Steubenville, **WSTV-TV** (9), 8/12/53-12/24/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, **WUTV (TV)** (21), 9/25/52-1/1/54, Petry.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KWTV** (TV) (9), 7/22/53-12/20/53, CBS, Avery-Knodel (granted STA Nov. 13).
Oklahoma City, Oklahoma Educational Tv Authority (*13), 12/2/53—Unknown.
Tulsa, **KCEB (TV)** (23), 2/26/53-1/1/54, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, **KVAL-TV** (13), 5/14/53-3/1/54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Portland, **Oregon Television Inc.** (12), Initial Decision 11/10/53.
Salem, **KPIC (TV)** (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, **KSLM-TV** (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Early '54.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **WSEE (TV)** (35), 10/14/53—Unknown.
Harrisburg, **WCMB-TV** (27), 7/24/53-3/1/54, Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, **WIBG-TV** (23), 10/21/53-Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53-1/1/54, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, **WAKN-TV** (54), 10/21/53—Unknown.
Anderson, **WAIM-TV** (40), 9/30/53-12/15/53, CBS, Burn-Smith (began test patterns Dec. 2)
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Florence, **WPDV** (TV) (8), 11/25/53—Unknown.
Greenville, **WGCT (TV)** (4), 7/30/53-1/1/54, NBC, Weed.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, **WORD-TV** (7), 11/25/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53-Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Jackson, **WDXI-TV** (9), 12/2/53-6/1/54.
Old Hickory [Nashville], **WLAC-TV** (5), 8/5/53-1/1/54.

TEXAS

Amarillo, **Plains Empire Bcstg. Co.** (7), Initial Decision 11/9/53.
Beaumont, **KBMT** (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Corpus Christi, **H. L. Hunt** (43), 12/9/53—Unknown.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, **KMSL** (TV) (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-12/15/53, NBC, Taylor.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.
Sherman, **KSHM** (TV) (46), 3/4/53—Unknown.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Bost.
Weslaco, **KRGV-TV** (5), 7/16/53-12/15/53, NBC, Raymer.

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UTAH

Provo, **KOVO-TV** (11), 12/2/53—Unknown.
Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, **WCAX Bcstg. Corp.** (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '54, Walker.
Danville, **WBTM-TV** (24), 12/18/52-1/15/54, Hollingbery.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Richmond, **Winston-Salem Bcstg. Co.** (29), 12/2/53—Unknown.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery (granted STA Nov. 13).
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54, Gill-Perna.
Wheeling, **WLTV (TV)** (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, **WEAU-TV** (13), 2/26/53-12/13/53, NBC, ABC, DuM, Hollingbery.
La Crosse, **WKBT** (TV) (8), 10/28/53-6/15/54.
Madison, **WHA-TV** (*21), 10/7/53—Unknown.
Marinette, **WMAM-TV** (11), 11/18/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-12/15/53, George Clark.
Superior, **WDSM-TV** (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS, (granted STA Dec. 3).

ALASKA

Anchorage, **KTVA** (TV) (11), 7/30/53-12/11/53, (granted STA Dec 1).
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV (4), 8/12/53—Unknown.**

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NOT EVEN their bitterest competitors would have wished for a prolongation of the strike against the New York newspapers. For our part we are glad it's over and that the complementary balance of information and advertising media has been restored.

It is to be hoped that newspapermen, not only in New York but elsewhere, will content themselves with the recognition that the emergency has passed and that normal schedules have been resumed —and let it go at that. Unfortunately, there is an indication in a number of news stories we have read that newspapers will try to capitalize on the events of the past fortnight as a sales talk against radio and television. These stories have spoken of slumps in retail sales and of bewildered shoppers not knowing what to buy because no newspaper ads were around to tell them.

Newspapermen ought to recognize the blunt fact that nothing whatever can be proved to have happened to retail business because of the absence of newspapers. It is true that the Federal Reserve Bank reported that New York department store dollar volume was down 5% in the week ended Dec. 5, compared with the same week of 1952, but it is also true that sales were down 4% in Philadelphia the same week, according to the *Wall Street Journal*.

It is enough for the publishers to be grateful that the strike has ended in what must be regarded as more of a triumph for them than the union. To try to take more advantage of the situation is unwise.

NBC's New Team

THE NEW order at NBC—Sylvester L. Weaver Jr. as president, Robert W. Sarnoff as executive vice president—is not strictly new, but it should make for a new order of efficiency for the team.

As vice chairman of the board, Pat Weaver has stood as the generally accepted No. 2 man in the network hierarchy for some months now, with Brig. Gen. David Sarnoff at the top not only as board chairman of both RCA and NBC but also as acting president of the network. Bob Sarnoff, son of the General, has been Mr. Weaver's executive officer as well as vice president in charge of the NBC Film Division.

Thus the Pat Weaver-Bob Sarnoff advancement is a logical progression. The presidency gives Mr. Weaver a scope of operation and authority far wider than that open to him as vice chairman of the board and creative planner of tv programming and color tv development. Bob Sarnoff no longer must divide his energies between the Film Division and his functions as executive assistant to Mr. Weaver, but can concentrate on his new administrative duties. And still watching over all will be the attentive eye of Gen. Sarnoff.

The logic of the new alignment, in the 10 days since its announcement, appears to have won the endorsement of both affiliates and NBC personnel. Mr. Weaver, noted as a creative man, is left free to exercise his talents over the whole broad range of NBC affairs while the administrative burden is borne by Mr. Sarnoff, who developed the NBC Film Division and brought it to its present stature.

On first inspection the new team would appear to be primarily a television one. Mr. Weaver pioneered NBC-TV's *Today, Show of Shows* and *Comedy Hour*, among others. While his reputation has been mainly in tv programming, he also has been a creator of sales techniques: The idea of pushing participation sales and the general concept of the "magazine" or "editorial" approach to sales, calculated to bring more advertisers into tv, are attributed to him.

But Mr. Weaver made clear in accepting the new post that he is not tv-minded at the expense of radio. "I firmly believe in the value and permanency of radio," he said. "We are determined to meet the challenge of changing conditions and to take advantage of every opportunity to create new services and to increase business for sound broadcasting."

Nor should it be forgotten that he came up in radio. Aside from his years as program manager and then supervisor of the radio division of Young & Rubicam, as well as radio-tv vice president of the agency, it could hardly be said that any man is not radio-conscious who, like Mr. Weaver, has served as advertising manager of American Tobacco Co. under the fabulous George Washington Hill. Similarly, Mr. Sarnoff, although his work with NBC has been predominantly in television, gained radio experience as assistant to broadcaster-publisher Garner Cowles Jr. and also, as did Mr. Weaver, during his wartime military service.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Act quickly! This amazing offer of a rebuilt air conditioning plant for the small sum of $17.89 may be withdrawn at any time!"

There is another advantage in the Pat Weaver-Bob Sarnoff combination. Mr. Weaver is 44; Mr. Sarnoff 35. Noting this fact and observing that both also are men of "proven ability," Gen. Sarnoff observed in his announcement of their selection: "Our organization is complete . . . We are all set for many years to come." This should allay a certain restlessness that has been apparent within the NBC ranks and among NBC affiliates, and from that standpoint, too, should be welcomed.

Monumental Study

ALL broadcasters are indebted to the 11 radio stations represented by the Henry I. Christal company for sponsoring the significant Alfred Politz study and for commissioning as expert and impartial an advertising man as Alfred Stanford to write his appraisal of the work. Mr. Stanford's comments, as reported on page 97 of this issue, constitute one of the most impressive tributes to radio that we have read.

Indeed his enthusiasm is so great that it cannot help but spread to others, not only to broadcasters but also to advertisers and their agencies. For it is enthusiasm founded on provable fact and not on emotionalism. The booklet which the Politz study sponsors is distributed freely with the help of NARTB and BAB and should brighten the future of radio.

Management Has Rights Too

MANAGEMENT in radio and television will have special reason to approve the U. S. Supreme Court's ruling that WBTV (TV) Charlotte, N. C., was acting legally when it fired nine technicians who distributed handbills maligning the station.

Surely in no other business is public esteem more important or its loss more damaging.

However their unions may object to the Supreme Court's decision, the employes of radio and television must realize their stake in such a case is identical to management's. To the extent that employes tear down the reputation of a station during a labor dispute, to that same extent they weaken the property upon which they depend for their own advancement.

In the Charlotte case, the handbills made unpardonable charges against WBTV (TV) programming. Although circulated during a labor dispute, they have said nothing about that. Plainly Joseph M. Bryan, president, and Charles H. Crutchfield, executive vice president of the station, were within every moral and legal right to fire the offending employes on the spot. Other broadcasters and telecasters owe them their gratitude for acting courageously and sticking by their action.

XUM

THE BIG

in Kansas City!

For Years, The KMBC-KFRM Team has been the undisputed leader among the radio stations in the great Kansas City primary trade area. As the sixth oldest CBS radio affiliate, KMBC has enjoyed the audience that goes with the nation's number one radio network. Arthur B. Church's 32 years of radio know-how are the key to the Team's leadership in local programming and the finest of facilities.

In television, KMBC-TV is the "Big I" in Kansas City—both literally and figuratively. With the CBS Television Network (KMBC-TV shares time with WHB-TV on Channel 9), KMBC-TV immediately took the spotlight and its fair share of audience. (A special promotion tie-in with TV Preview Magazine conducted before Channel 9 had been on the air a month resulted in nearly **12,000 pieces of mail**). KMBC-TV originates eight live TV programs daily to add to the station's popularity. More are to be added in the near future.

KMBC-TV, the big "I" of television in Kansas City, and The KMBC-KFRM Team, undisputed radio leader in the Heart of America, belong on your sales force. See your nearest Free & Peters colonel now

KMBC·TV

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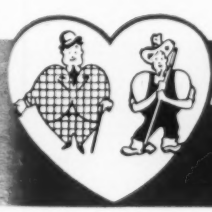
CBS channel

KANSAS CITY, MO.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA